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LAS VEGAS VISITOR PROFILE

Calendar Year 2014

Generational Version

Prepared for:

Las Vegas Convention and Visitors Authority

By:

GLS Research

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

VISITOR PROFILE STUDY

LAS VEGAS CONVENTION AND VISITORS AUTHORITY
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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2014.

Generational differences as originally defined by researchers at the Pew Research Center for the Silent Generation (those born between 1925 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980), and Millennials (those born between 1981 and 1993) are the focus of this report. The tables and charts in this report show data for all visitors and for four visitor subgroups:

- **SILENT GENERATION** — 7% of all visitors.
- **BOOMERS** — 30% of all visitors.
- **GEN X** — 37% of all visitors.
- **MILLENNIALS*** — 27% of all visitors.

Visitors born before 1925 (in 2014, two visitors) are included with the Silent Generation.

This section presents the research highlights. The findings are presented in detail beginning on page 9.

* Although the Millennial generation extends beyond those born in 1993, the visitor profile reflects only respondents over the age of 21

THE SILENT GENERATION

Those born before 1946 were the most likely to:

- Have visited Las Vegas before (93%).
- Make the most visits to Las Vegas during the past 5 years (mean of 8.9 visits).
- Have travelled to Las Vegas in an RV (9%), and the most likely to lodge at an RV Park (9%).
- Use an airline website to book their transportation (96%).
- Lodge in outlying areas of Las Vegas (23%).
- Book their accommodations in Las Vegas by calling the property directly (59%).
- Make their room reservations between 7 and 14 days in advance.
- Receive a casino complimentary rate for their lodgings (48%).
- Gamble during their visit (87%), and spent the most hours per day gambling (mean of 4.0 hours).
- During their visit to Las Vegas the Silent Generation spent: an average of
    - $205.53 on food and drink.
    - $49.36 on shopping.
    - $29.24 on shows and entertainment.

BOOMERS

Those born between 1946 and 1964 were the most likely to:

- Use a rental car during their visit (16%).
- Use the Internet to book their transportation to Las Vegas (53%).
- Book their accommodations between 31 and 60 days in advance.
- Receive a package rate (18%).
- See a big name headliner (22%) during their stay.
- Visit a bar or lounge in a hotel without a cover charge (57%).
- During their visit to Las Vegas Boomers spent: an average of
    - $298.94 on food and drink.
    - $127.59 on shopping.
    - $60.35 on shows and entertainment.

GEN X VISITORS

Those born between 1965 and 1980 were the most likely to:

- Visit with a tour group (5%).
- Have people under 21 in their party (15%).
- Be employed (80%).
- Have an income of $80,000 or more (46%).
- During their visit to Las Vegas Gen X visitors spent: an average of
    - $283.82 on food and drink.
    - $179.00 on shopping.
    - $43.28 on shows and entertainment.

MILLENNIALS

Those born after 1980 were the most likely to:

- Be making their first visit to Las Vegas (28%).
- Visit just once over the past 12 months (79%)
- Say the purpose of their trip was to visit friends and relatives (14%) or to attend a wedding or get married (5%).
- Use social media both in planning their trip to Las Vegas (42%) and during their trip (43%).
- Use the Internet to plan their trip (77%), and to say the Internet influenced their choice of accommodations (62%) and their decision to visit Las Vegas (6%).
- Lodge on the Strip Corridor (82%).
- Book their accommodations less than one week in advance (14%).
- Have four or more people staying in their room (14%), and to have the largest average number of people staying in a room (mean of 2.4 people).
- Pay a regular room rate (49%).
- Have the most adults in their immediate party (mean of 2.7).
- Be visiting from California (41%).
- During their visit to Las Vegas Millennials spent: an average of
    - $279.64 on food and drink.
    - $159.88 on shopping.
    - $43.82 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December 2014 (From 2005 – 2010, GLS Research, in consultation with the LVCVA, used a sampling plan based on marketing seasons. The goal was to obtain a sufficient number of interviews by marketing season to permit comparisons across seasons). Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA. The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as “thank you’s.” Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Beginning with the 2012 Visitor Profile, apparent shifts in certain results may partially be attributed to subtle changes in the sampling methodology. Enhancing the current methodology allowed for an updated mix of survey locations with new outdoor sites added to the current indoor locations at area hotels and motels. Additionally, the age range of surveyors was broadened to help achieve as representative a sample as possible. Looking ahead, continued monitoring of the survey collection processes will identify any shifts with the data and determine if they are a result of methodological changes or reflective of actual changes in the visitor characteristics.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2014.

In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2014 study. Statistically significant differences in the behavior, attitudes, and opinions of the Silent Generation (those born between 1925 and 1945), Boomers (those born between 1946 and 1964), Gen X visitors (those born between 1965 and 1980), and Millennials (those born between 1981 and 1993) are pointed out in the text of the report. The tables and charts in this report show data for all visitors and for the four generational subgroups. Visitors born before 1925 (in 2014, two visitors) are included with the data for the Silent Generation.

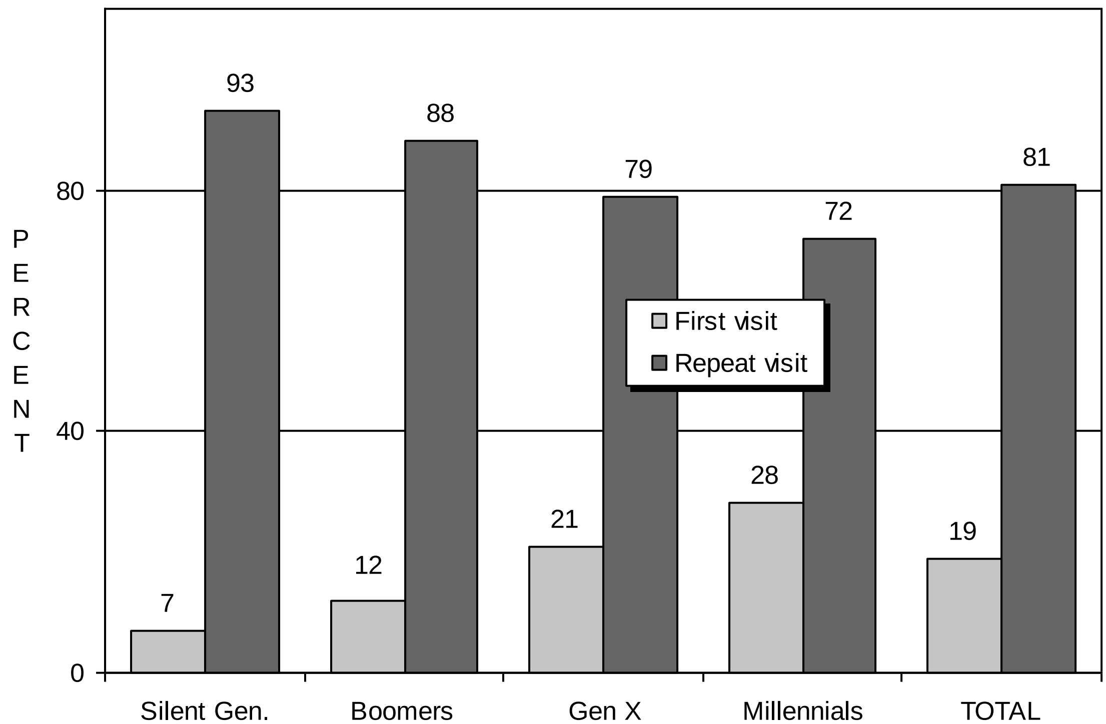
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2014. These questions will be rotated back into the questionnaire in Calendar Year 2015 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

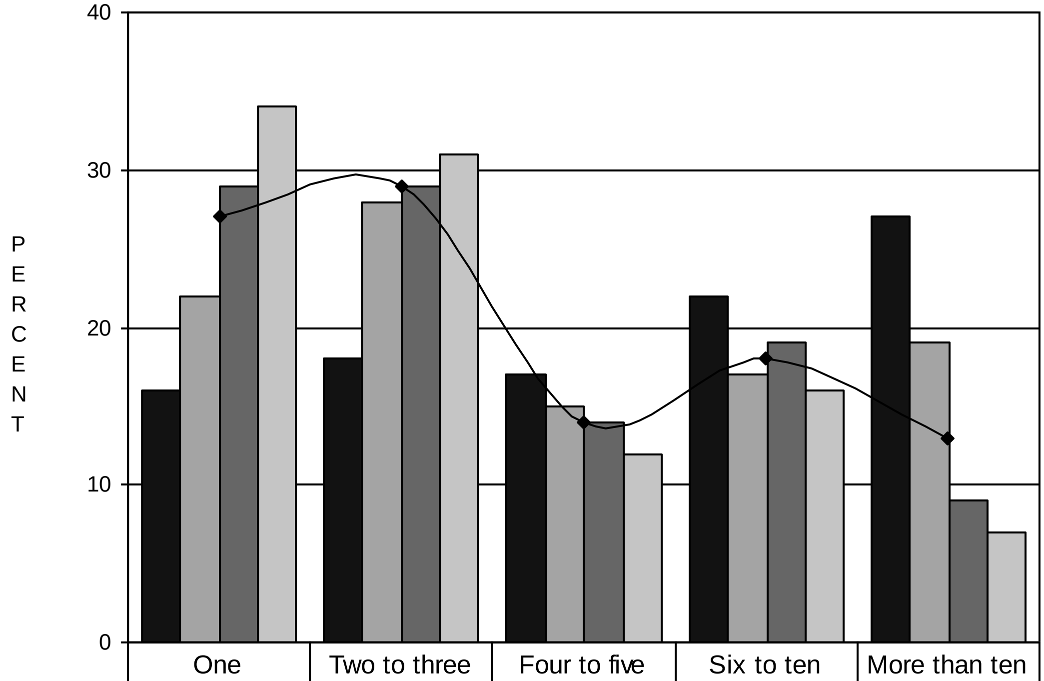
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



As Figure 1 shows, the Silent Generation (93%) were the most likely to say they had visited Las Vegas before, followed by Boomers (88%), who in turn were significantly more likely than Gen X visitors (79%), while Millennials (72%) were the least likely to be repeat visitors to Las Vegas.

FIGURE 2
Frequency Of Visits In Past Five Years
(Among All Visitors)

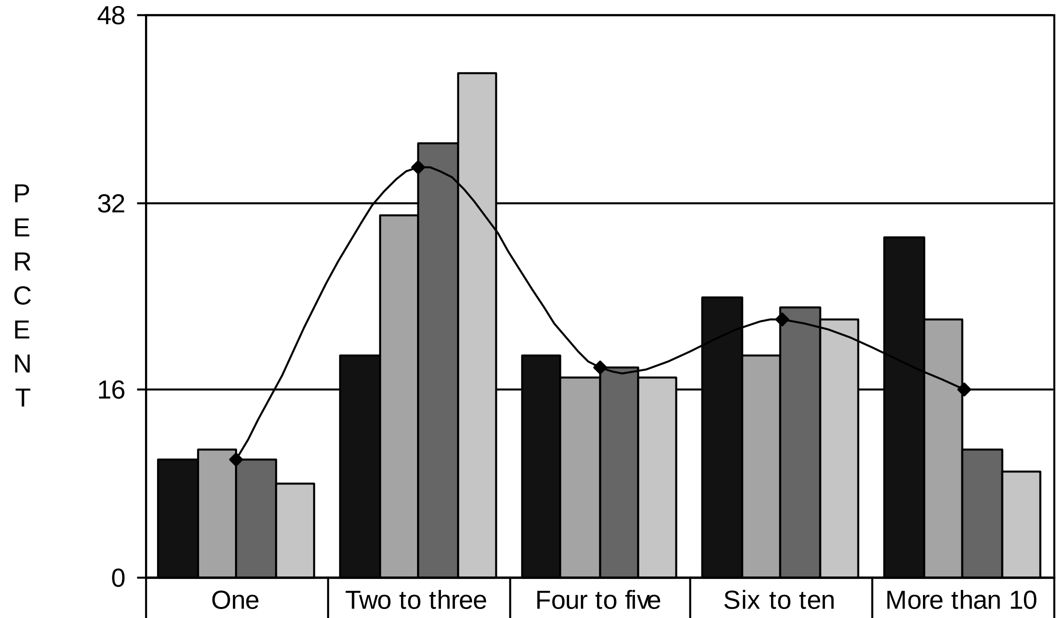


	One	Two to three	Four to five	Six to ten	More than ten
Silent Gen.	16	18	17	22	27
Boomers	22	28	15	17	19
Gen X	29	29	14	19	9
Millennials	34	31	12	16	7
TOTAL	27	29	14	18	13

(Means: Silent Gen=8.9, Boomers=7.2, Gen X=5.2, Millennials=4.1, TOTAL=5.7)

The average number of visits to Las Vegas during the past five years (Figure 2) was substantially higher for the Silent Generation (mean of 8.9 visits) than for Boomers (7.2 visits), who in turn visited more than Gen X visitors (5.2 visits), while Millennials visited the least frequently (4.1 visits).

FIGURE 3
Frequency Of Visits In Past Five Years
(Among Repeat Visitors)

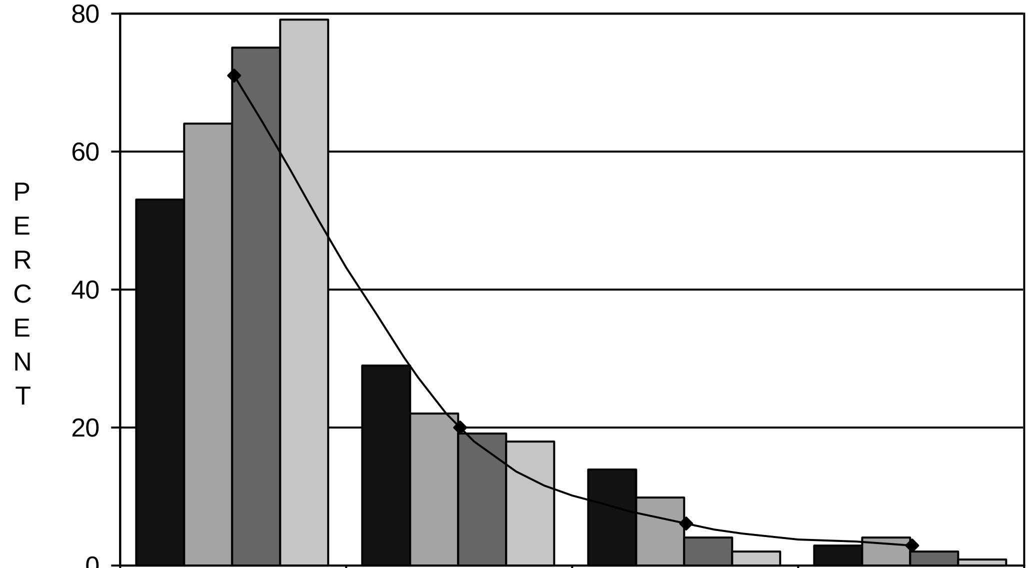


	One	Two to three	Four to five	Six to ten	More than 10
Silent Gen.	10	19	19	24	29
Boomers	11	31	17	19	22
Gen X	10	37	18	23	11
Millennials	8	43	17	22	9
TOTAL	10	35	18	22	16

(Base Sizes: Silent Gen=228, Boomers=938, Gen X=1042, Millennials=697, TOTAL=2906)
(Means: Silent Gen=9.4, Boomers=8.0, Gen X=6.3, Millennials=5.3, TOTAL=6.9)

Looking only at repeat visitors to Las Vegas (Figure 3), the mean (average) number of visits to Las Vegas during the past five years was significantly higher for Silent Generation visitors (mean of 9.4 visits) than for Boomers (8.0 visits), who in turn visited more often than Gen X visitors (6.3 visits), while Millennials (5.3 visits) visited the least frequently.

FIGURE 4
Frequency Of Visits In Past Year
(Among All Visitors)

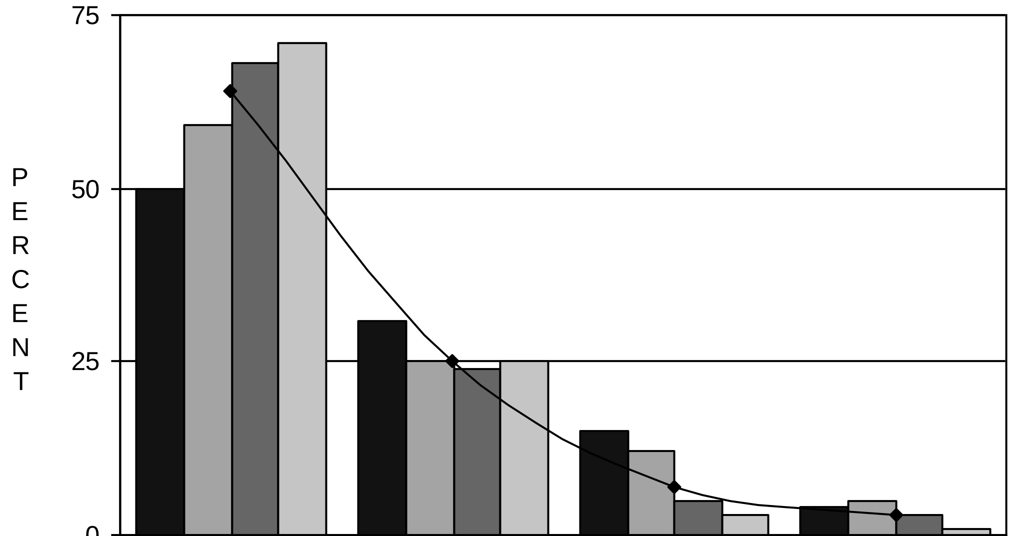


	One	Two to three	Four to five	More than five
Silent Gen.	53	29	14	3
Boomers	64	22	10	4
Gen X	75	19	4	2
Millennials	79	18	2	1
TOTAL	71	20	6	3

(Means Silent Gen=2.0, Boomers=1.9, Gen X=1.5, Millennials=1.3, TOTAL=1.6)

Forty-six percent (46%) of the Silent Generation visited Las Vegas more than once during the past year, compared to 36% of Boomers and a significantly lower 25% of Gen X visitors, while Millennials (21%) were the least likely to say they visited more than once (Figure 4). The average number of visits during the past year was significantly higher for the Silent Generation (mean of 2.0 visits) and Boomers (1.9 visits) than for Gen X visitors (1.5 visits), while Millennials (1.3 visits) averaged the fewest visits.

FIGURE 5
Frequency Of Visits In Past Year
(Among Repeat Visitors)

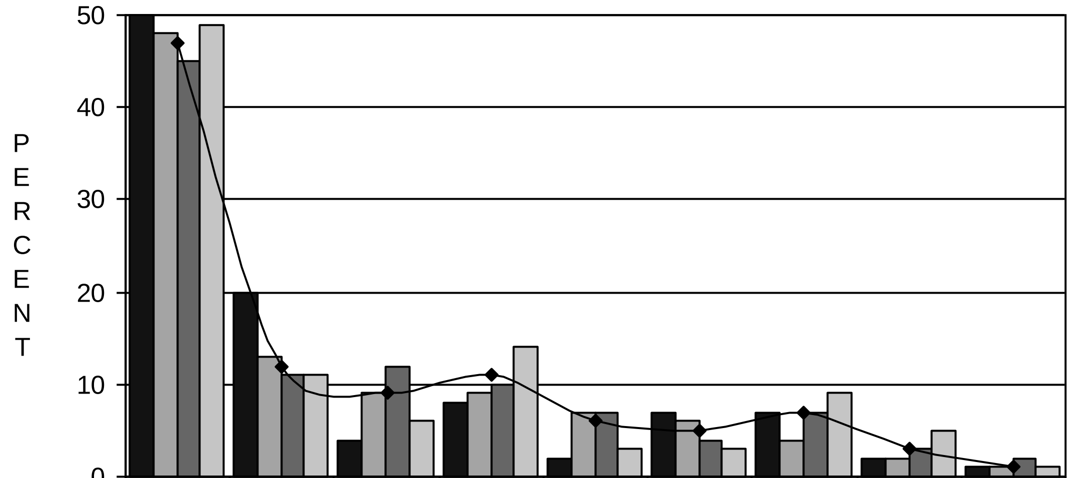


	One	Two to three	Four to five	More than five
Silent Gen.	50	31	15	4
Boomers	59	25	12	5
Gen X	68	24	5	3
Millennials	71	25	3	1
TOTAL	64	25	7	3

(Base Sizes: Silent Gen=228, Boomers=938, Gen X=1042, Millennials=697, TOTAL=2906)
(Means: Silent Gen=2.1, Boomers=2.0, Gen X=1.7, Millennials=1.5, TOTAL=1.8)

Looking at the frequency of visits in the past year among returning visitors (Figure 5), 50% of the Silent Generation visited Las Vegas more than once, compared to 42% of Boomers, and a significantly lower 32% of Gen X visitors and 29% of Millennials. As a result, the average number of visits during the past year was significantly higher for the Silent Generation (mean of 2.1 visits) and Boomers (2.0 visits) than for Gen X visitors (1.7 visits), who in turn visited more frequently than Millennials (1.5 visits).

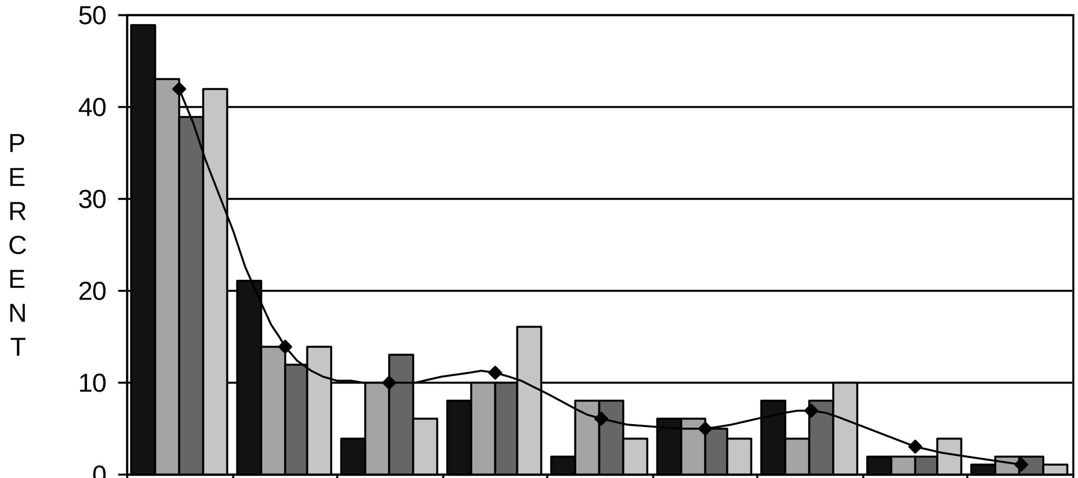
FIGURE 6
Primary Purpose Of Current Visit
(Among All Visitors)



	Vacation/ pleasure	Gambling	Conven- tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Silent Gen.	50	20	4	8	2	7	7	2	1
Boomers	48	13	9	9	7	6	4	2	1
Gen X	45	11	12	10	7	4	7	3	2
Millennials	49	11	6	14	3	3	9	5	1
TOTAL	47	12	9	11	6	5	7	3	1

Looking at the primary purpose of the *current visit* among all visitors (Figure 6), Silent Generation visitors (20%) were the most likely to say they came to Las Vegas primarily to gamble. Boomers (9%) and Gen X visitors (12%) were significantly more likely than Millennials (6%) or Silent Generation visitors (4%) to say they traveled to Las Vegas for a convention or corporate meeting. Boomers and Gen X visitors (7% each) were more likely than the Silent Generation (2%) or Millennials (3%) to say they were visiting for business purposes other than a convention or corporate meeting. Millennials were the most likely to say they were visiting friends and relatives (14%) or to say they came to Las Vegas for a wedding (5%). Millennials (9%) and Gen X visitors (7%) were significantly more likely than Boomers (4%) to say they came to Las Vegas for a special event.

FIGURE 7
Primary Purpose Of Current Visit
(Among Repeat Visitors)

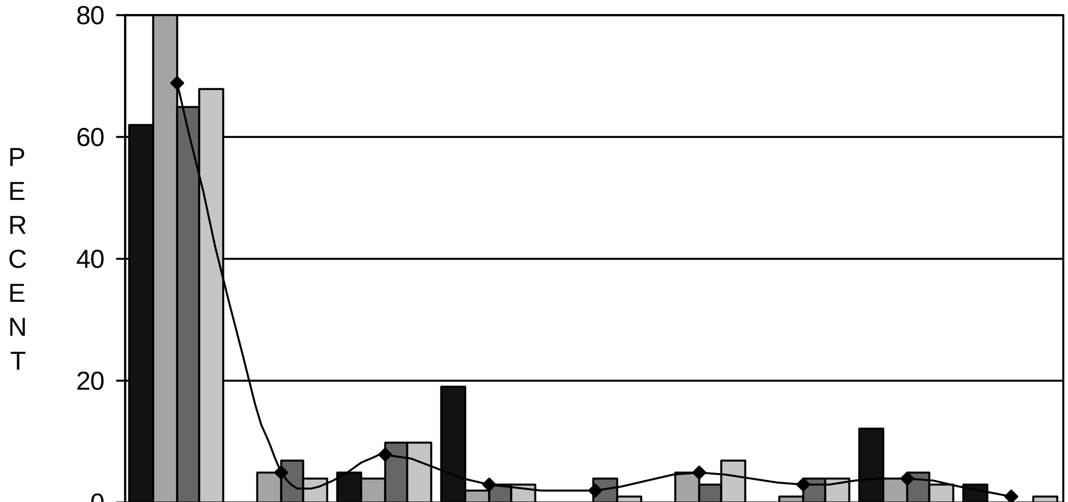


	Vacation/ pleasure	Gambling	Conven-tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Silent Gen.	49	21	4	8	2	6	8	2	1
Boomers	43	14	10	10	8	6	4	2	2
Gen X	39	12	13	10	8	5	8	2	2
Millennials	42	14	6	16	4	4	10	4	1
TOTAL	42	14	10	11	6	5	7	3	1

(Base Sizes: Silent Gen=228, Boomers=938, Gen X=1042, Millennials=697, TOTAL=2906)

Looking at repeat visitors' primary purpose for their *current visit* (Figure 7), Silent Generation visitors (49%) were the most likely to say they came to Las Vegas for vacation or pleasure, followed by Boomers (43%) and Millennials (42%), while Gen X visitors (39%) were the least likely to give this response. Silent Generation visitors (21%) were also the most likely to say they came to Las Vegas primarily to gamble. Boomers (10%) and Gen X visitors (13%) were significantly more likely than the Silent Generation (4%) or Millennials (6%) to say they traveled to Las Vegas for a convention or corporate meeting or for business purposes other than a convention or corporate meeting (8% each for Boomers and Gen X visitors vs. 2% of the Silent Generation and 4% of Millennials). Millennials (10%) and Gen X visitors (8%) were significantly more likely than Boomers (4%) to say they came to Las Vegas for a special event.

FIGURE 8
Primary Purpose Of Current Visit
(Among First-Time Visitors)



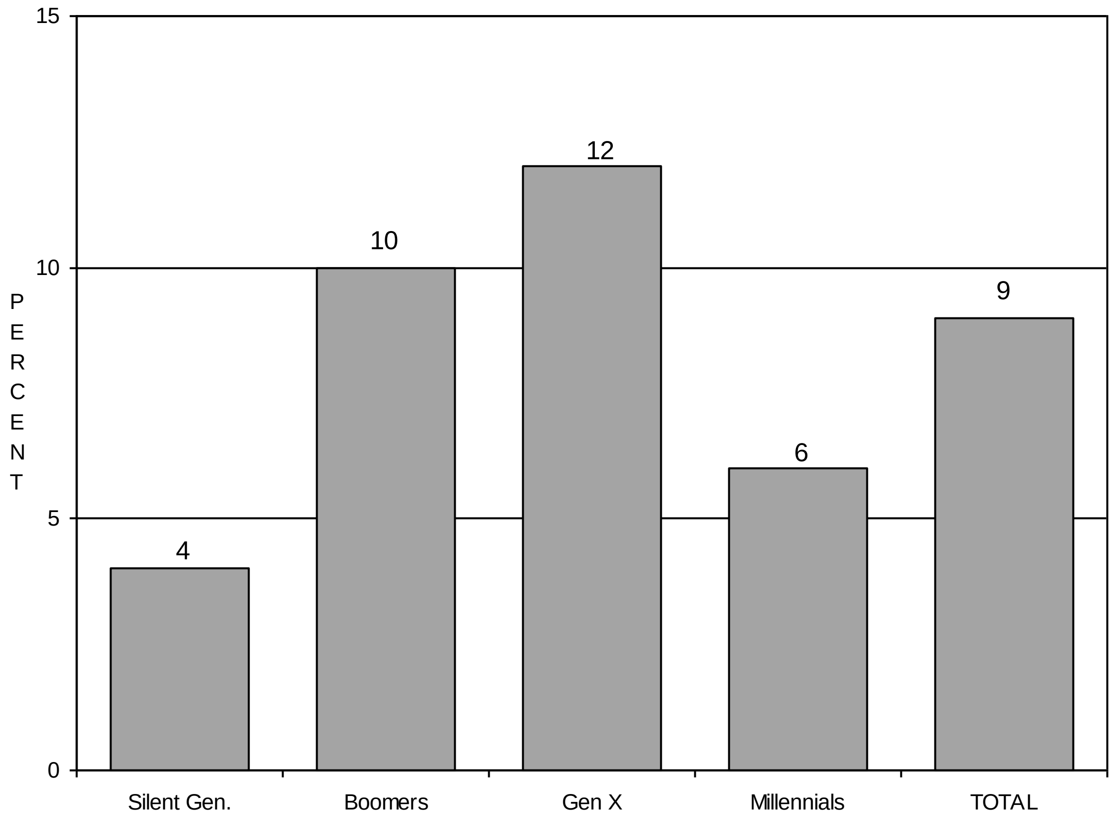
	Vacation/ pleasure	Conven-tion/corp. mtg.	Friends/ relatives	Passing through	Other business	Wedding	Special event	Gambling	Other
Silent Gen.	62	0	5	19	0	0	0	12	3
Boomers	80	5	4	2	0	5	1	4	0
Gen X	65	7	10	3	4	3	4	5	0
Millennials	68	4	10	3	1	7	4	3	1
TOTAL	69	5	8	3	2	5	3	4	1

(Base Sizes: Silent Gen=17*, Boomers=132, Gen X=278, Millennials=265, TOTAL=693)

We also looked at what first-time visitors to Las Vegas said was the purpose of their current visit (Figure 8). Boomers (80%) were the most likely to say they came to Las Vegas for vacation or pleasure. Gen X visitors and Millennials (10% each) were significantly more likely than the Silent Generation* (5%) and Boomers (4%) to say the purpose of their trip was to visit friends and relatives.

* Note the very small base size for Silent Generation visitors.

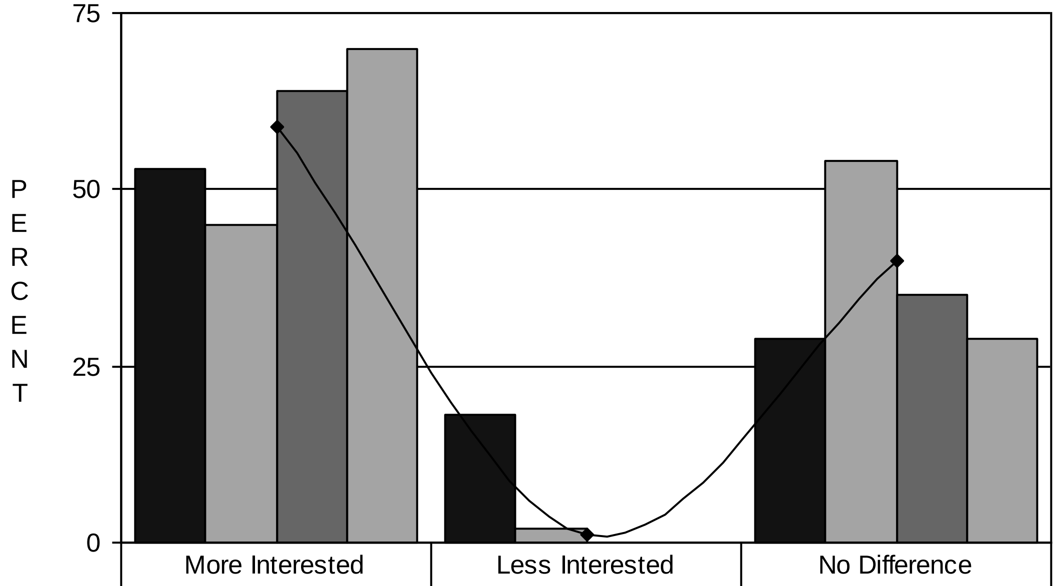
FIGURE 9
Conventions/Trade Shows/Corporate Meetings



Only “yes” responses are reported in this figure.

Visitors were asked if they had participated in or attended a convention, trade show, or corporate meeting while in Las Vegas (Figure 9). Nine percent (9%) said they had, with Boomers (10%) and Gen X visitors (12%) significantly more likely to have done so than Millennials (6%) or the Silent Generation (4%).

FIGURE 10
Interest In Attending Conventions, Trade Shows, Or
Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention,
Trade Show, Or Corporate Meeting)



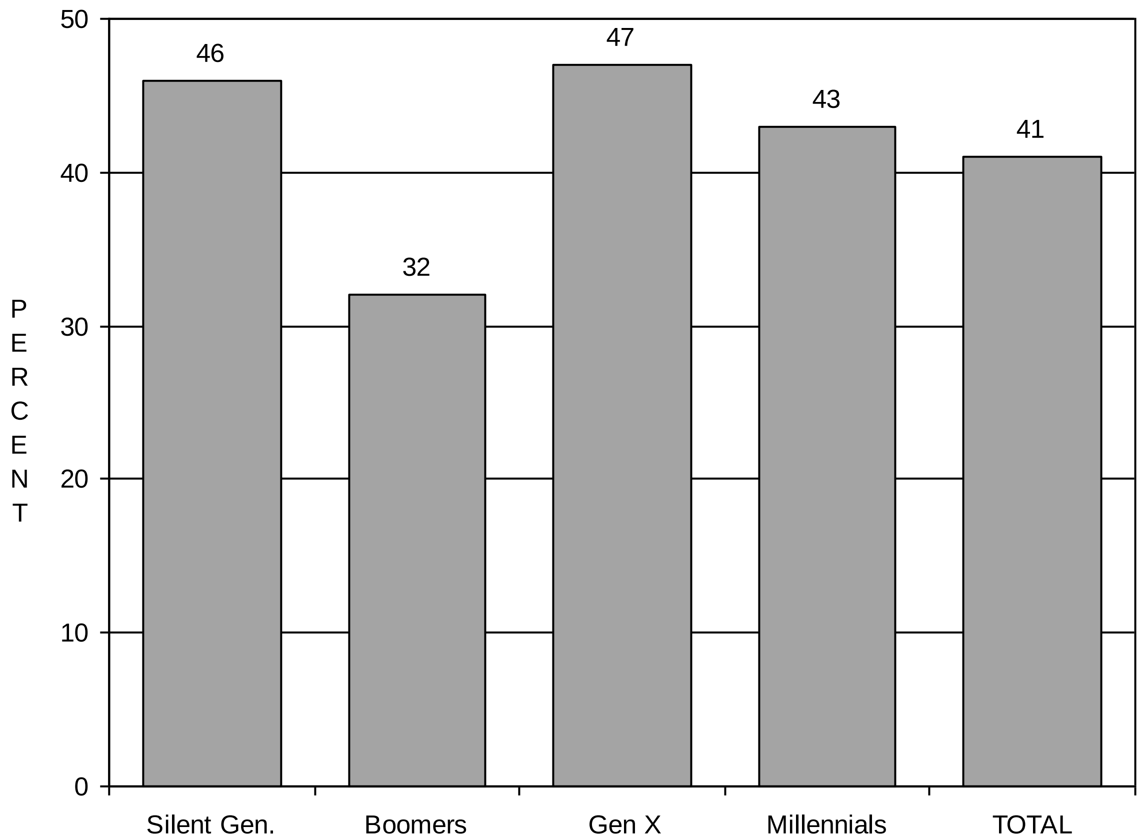
	More Interested	Less Interested	No Difference
Silent Gen.	53	18	29
Boomers	45	2	54
Gen X	64	0	35
Millennials	70	0	29
TOTAL	59	1	40

(Base Sizes: Silent Gen=8*, Boomers=102, Gen X=162, Millennials=57, TOTAL=329)

Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention — or if it made no difference (Figure 10). Gen X visitors (64%) and Millennials (70%) were more likely than Boomers (45%) to say they would be more interested in attending a convention if it was held in Las Vegas. Boomers (54%) were more likely than Gen X visitors (35%) or Millennials (29%) to say it would make no difference.

* Note the very small base size for Silent Generation visitors.

FIGURE 11
Whether Brought Someone Else Who Did Not Attend Conventions, Trade Shows, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention, Trade Show, Or Corporate Meeting)



(Base Sizes: Silent Gen=8*, Boomers=102, Gen X=162, Millennials=57, TOTAL=329)

Only "yes" responses are reported in this figure.

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, or corporate meeting with them (Figure 11). Forty-one percent (41%) said they had. Gen X visitors (47%) were significantly more likely than Boomers (32%) to say they had brought someone with them.

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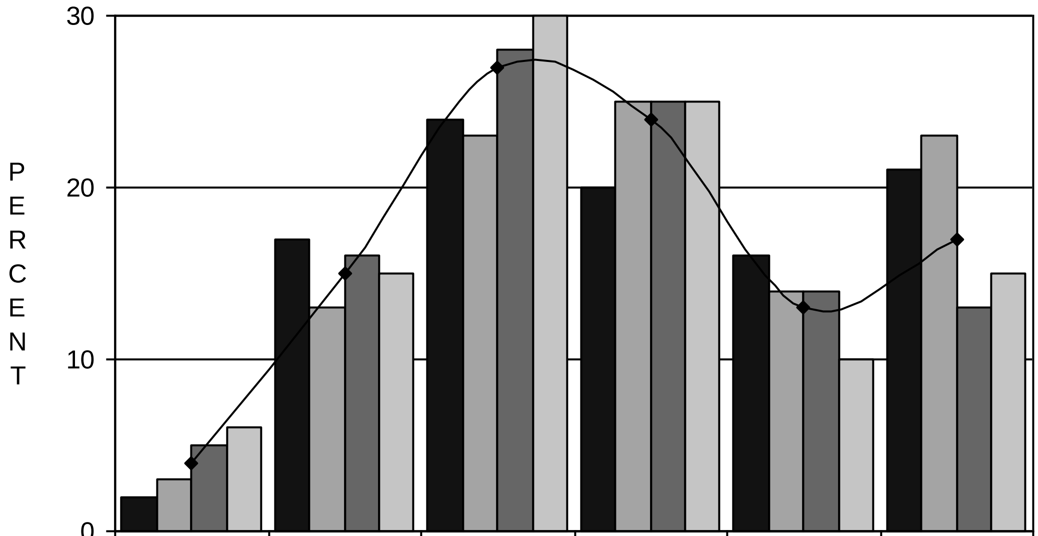
* Note the very small base size for Silent Generation visitors.

TRAVEL PLANNING

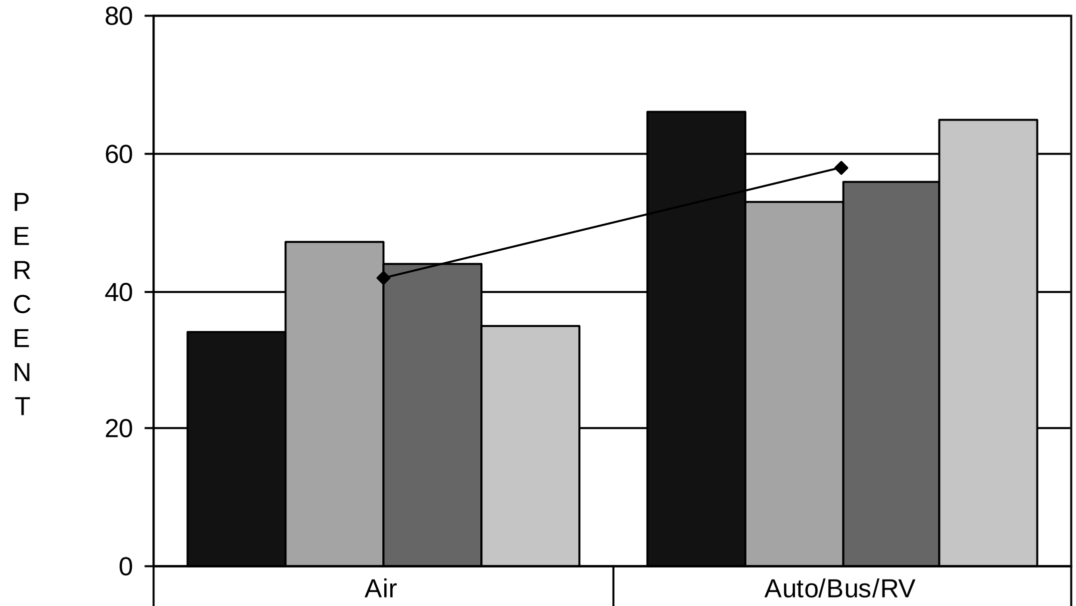
FIGURE 12
Advance Travel Planning



	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	>90 days
Silent Gen.	2	17	24	20	16	21
Boomers	3	13	23	25	14	23
Gen X	5	16	28	25	14	13
Millennials	6	15	30	25	10	15
TOTAL	4	15	27	24	13	17

Silent Generation visitors and Boomers tended to plan their trips farther in advance than Gen X visitors and Millennials (Figure 12). For example, 21% of the Silent Generation and 23% of Boomers planned their trip to Las Vegas more than 90 days in advance, compared to a significantly lower 13% of Gen X visitors and 15% of Millennials. In contrast, one-half (51%) of Millennials and 49% of Gen X visitors planned their trip one month or less ahead of time, compared to 43% of Silent Generation visitors and 39% of Boomers.

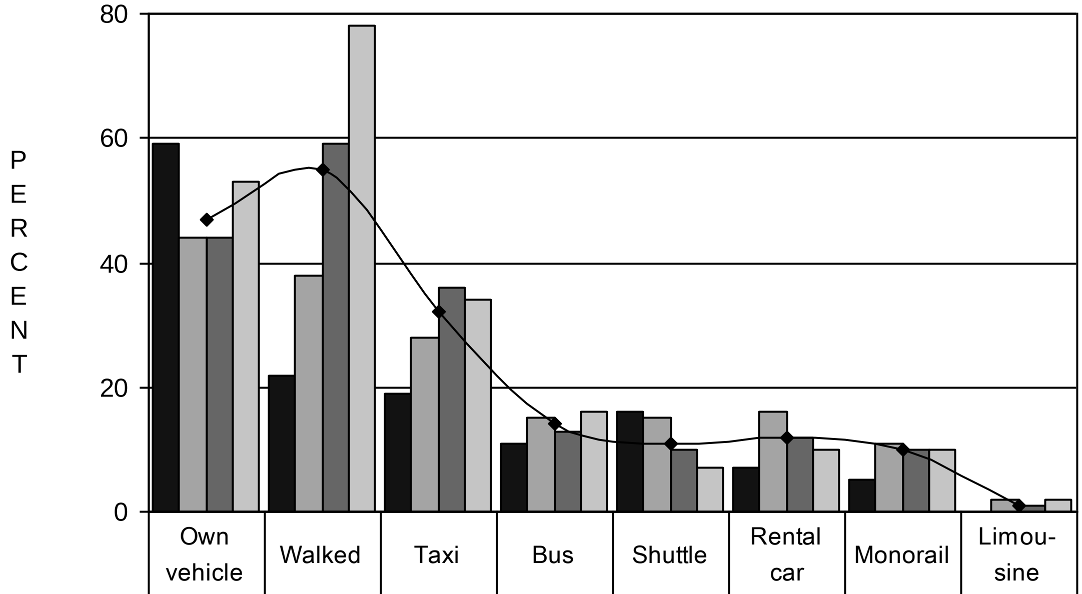
FIGURE 13
Transportation To Las Vegas



	Air	Auto/Bus/RV
Silent Gen.	34	66
Boomers	47	53
Gen X	44	56
Millennials	35	65
TOTAL	42	58

As Figure 13 shows, Boomers (47%) and Gen X visitors (44%) were significantly more likely to have traveled to Las Vegas by air than the Silent Generation (34%) and Millennials (35%). Instead, the Silent Generation (66%) and Millennials (65%) were much more likely to have taken ground transportation to Las Vegas than Gen X visitors (56%) or Boomers (53%).

FIGURE 14
Local Transportation

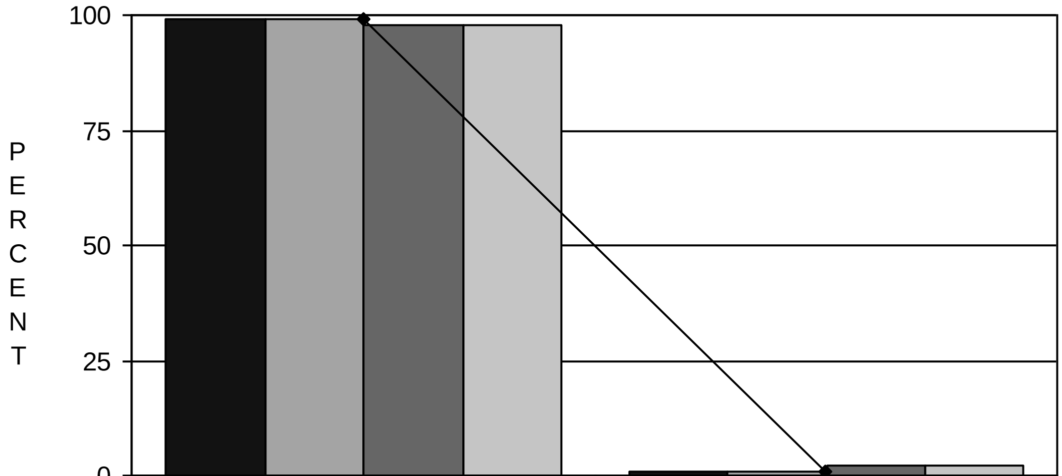


	Own vehicle	Walked	Taxi	Bus	Shuttle	Rental car	Monorail	Limou-sine
Silent Gen.	59	22	19	11	16	7	5	0
Boomers	44	38	28	15	15	16	11	2
Gen X	44	59	36	13	10	12	10	1
Millennials	53	78	34	16	7	10	10	2
TOTAL	47	55	32	14	11	12	10	1

Multiple responses permitted

Visitors were asked what types of local transportation they had used while in Las Vegas (Figure 14). The Silent Generation (59%) and Millennials (53%) were significantly more likely than Boomers or Gen X visitors (44% each) to have used their own vehicles. Boomers were the most likely to have used a rental car (16%). Boomers (15%) and the Silent Generation (16%) were more likely than Gen X visitors (10%) to have used a hotel or motel shuttle, while Millennials (7%) were the least likely to have done so. Gen X visitors (36%) and Millennials (34%) were the most likely to have taken a taxi, while Boomers (28%) were also more likely than the Silent Generation (19%) to have taken a taxi. Millennials were the most likely to volunteer that they walked around Las Vegas (78%), while Gen X visitors (59%) were also more likely than Boomers (38%) to give this response, with the Silent Generation (22%) the least likely to say they walked around Las Vegas. The Silent Generation (5%) were also the least likely to have taken the Monorail (compared to 11% of Boomers and 10% each among Gen X visitors and Millennials).

FIGURE 15
When Decided Where To Stay
(Among Those Who Stayed Overnight)

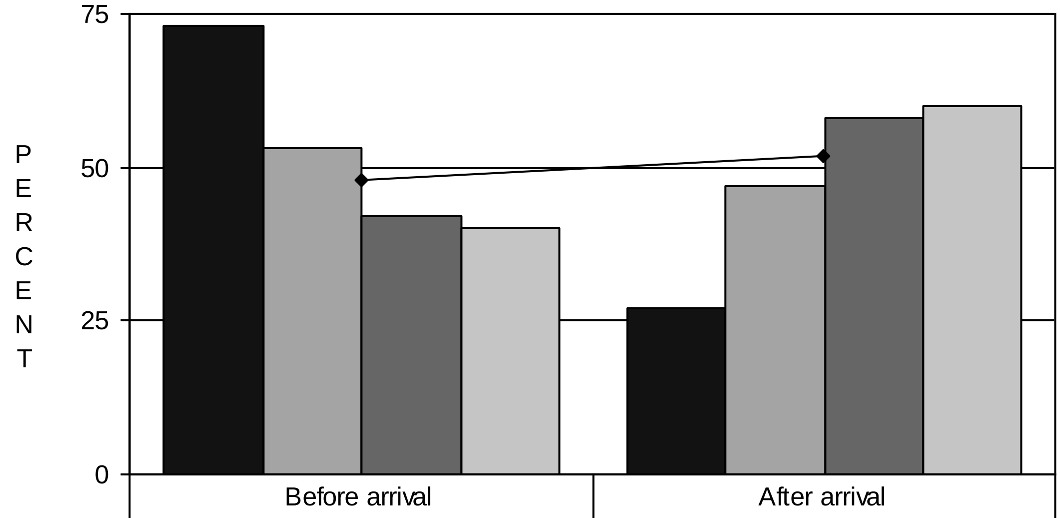


	Before arrival	After arrival
Silent Gen.	99	1
Boomers	99	1
Gen X	98	2
Millennials	98	2
TOTAL	99	1

(Base Sizes: Silent Gen=244, Boomers=1068, Gen X=1311, Millennials=961, TOTAL=3586)

Among visitors who lodged overnight in Las Vegas, the vast majority (99%) decided where to stay before leaving home (Figure 15). Gen X visitors and Millennials (2% each) were more likely to say they decided where to stay after arriving in Las Vegas than the Silent Generation or Boomers (1% each).

FIGURE 16
When Decided Where To Gamble
(Among Those Who Gambled)

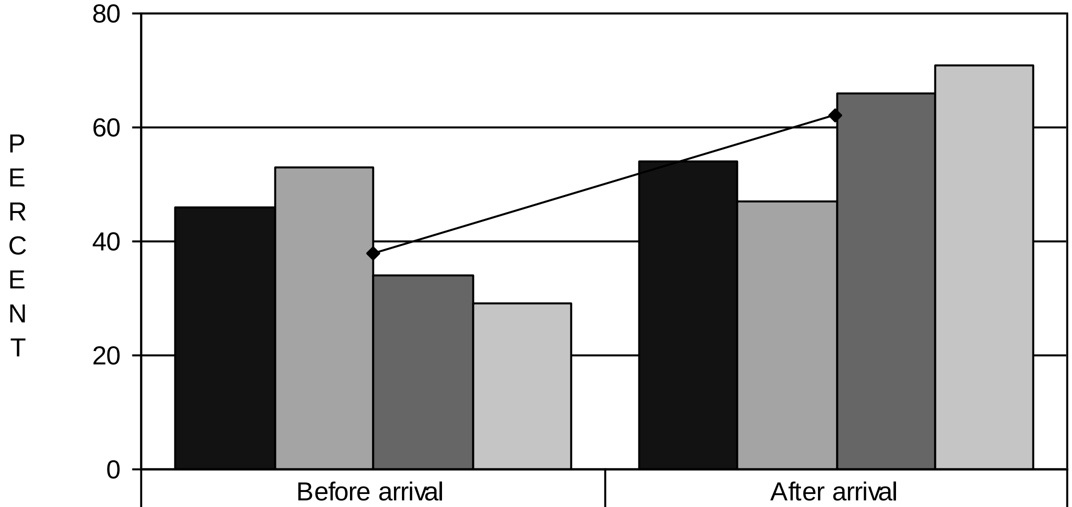


	Before arrival	After arrival
Silent Gen.	73	27
Boomers	53	47
Gen X	42	58
Millennials	40	60
TOTAL	48	52

(Base Sizes: Silent Gen=212, Boomers=833, Gen X=897, Millennials=607, TOTAL=2551)

Among visitors who gambled while in Las Vegas, 48% said they decided where to gamble before leaving home, while 52% said they decided after their arrival (Figure 16). The Silent Generation (73%) were significantly more likely than Boomers (53%), who in turn were more likely than Gen X visitors (42%) and Millennials (40%) to say they decided where to gamble before their arrival.

FIGURE 17
When Decided Which Shows To See
(Among Those Who Saw Shows)

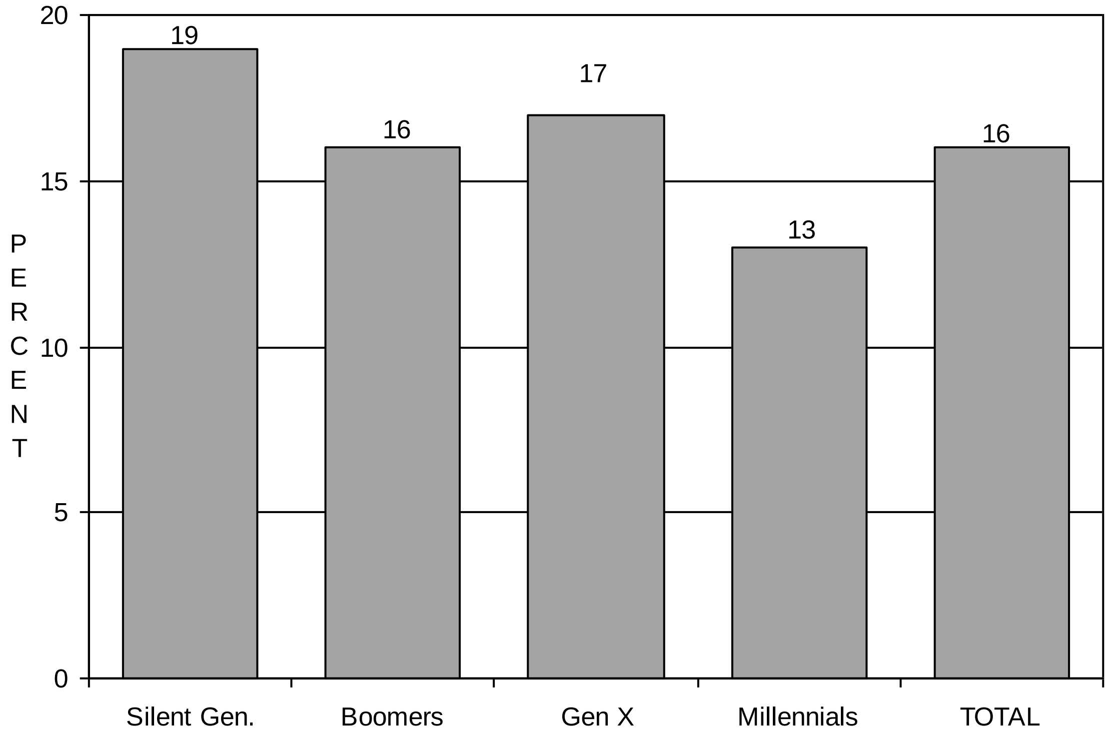


	Before arrival	After arrival
Silent Gen.	46	54
Boomers	53	47
Gen X	34	66
Millennials	29	71
TOTAL	38	62

(Base Sizes: Silent Gen=117, Boomers=670, Gen X=893, Millennials=667, TOTAL=2349)

Among visitors who saw shows while in Las Vegas, more than six in ten (62%) said they decided which shows to see after their arrival, while 38% said they decided before arriving in Las Vegas (Figure 17). Millennials (71%) and Gen X visitors (66%) were more likely than the Silent Generation (54%) or Boomers (47%) to say they decided which shows to see after they arrived in Las Vegas.

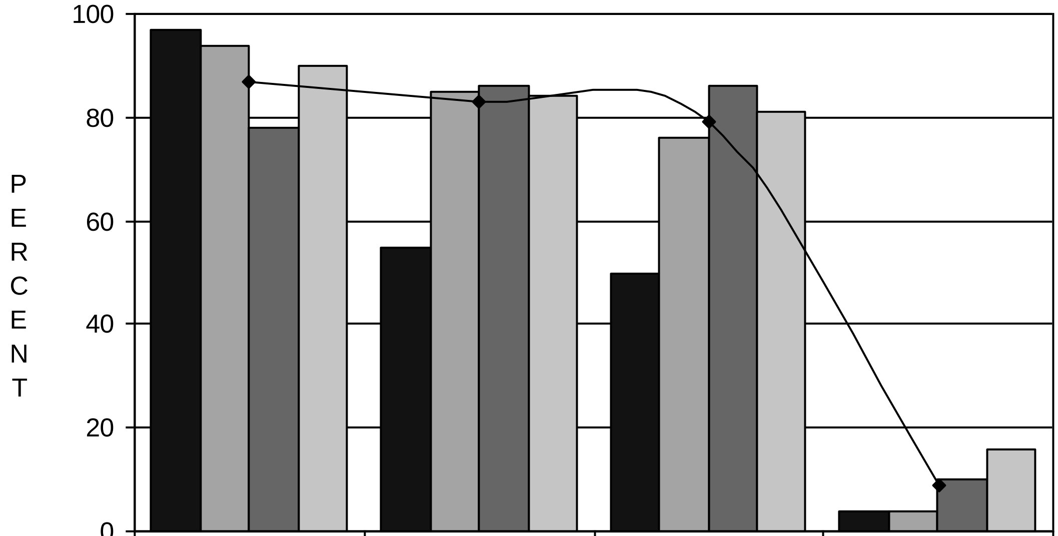
FIGURE 18
Travel Agent Assistance



Only "yes" responses are reported in this figure.

Sixteen percent (16%) of all visitors said they used a travel agent to help plan their trip to Las Vegas (Figure 18). The Silent Generation (19%) and Gen X visitors (17%) were more likely to have used a travel agent than Millennials (13%).

FIGURE 19
Travel Agent Influence And Use*
(Among Those Who Used A Travel Agent)

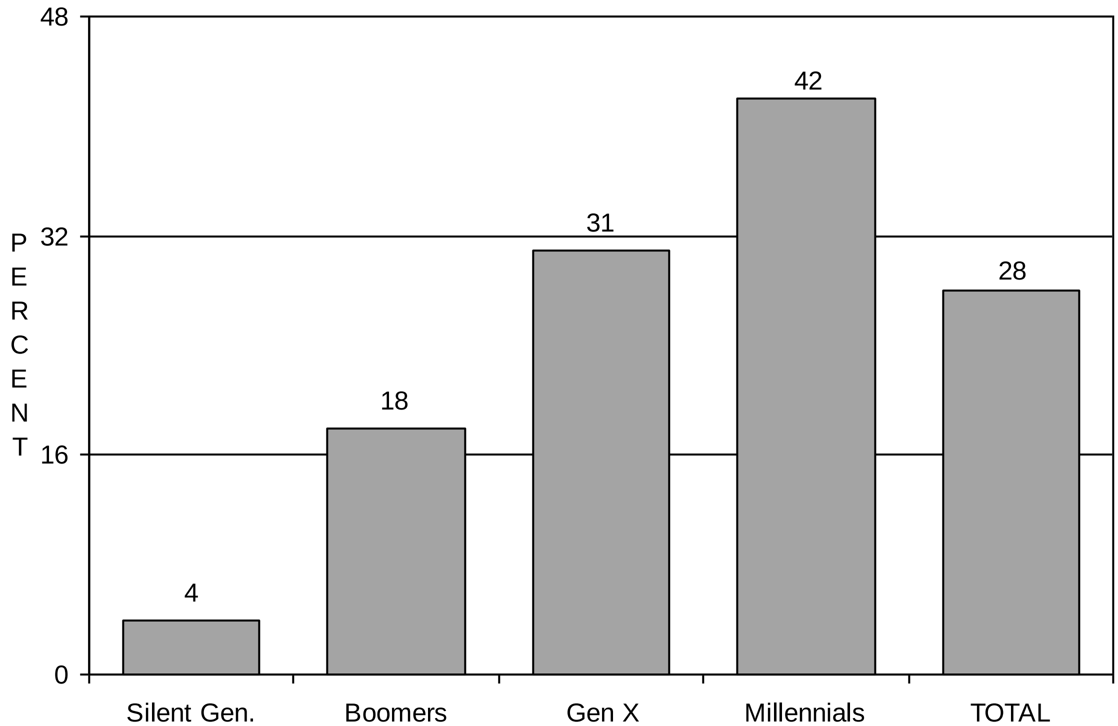


	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Silent Gen.	97	55	50	4
Boomers	94	85	76	4
Gen X	78	86	86	10
Millennials	90	84	81	16
TOTAL	87	83	79	9

*Multiple responses permitted
(Base Sizes: Silent Gen=47, Boomers=168, Gen X=224, Millennials=126, TOTAL=566)

Among those visitors who used a travel agent to plan their trip to Las Vegas (Figure 19), almost nine in ten (87%) said the travel agent booked their transportation, while more than eight in ten (83%) said the agent booked their accommodations. More than three-quarters (79%) said the travel agent influenced their choice of accommodations. The Silent Generation (97%) were the most likely, and Gen X visitors (78%) the least likely, to say the travel agent booked their transportation. The Silent Generation were significantly less likely than the other subgroups to say the travel agent booked their accommodations (55%) or influenced their choice of accommodations (50%). Millennials (16%) were the most likely to say the travel agent influenced their choice of Las Vegas as their destination.

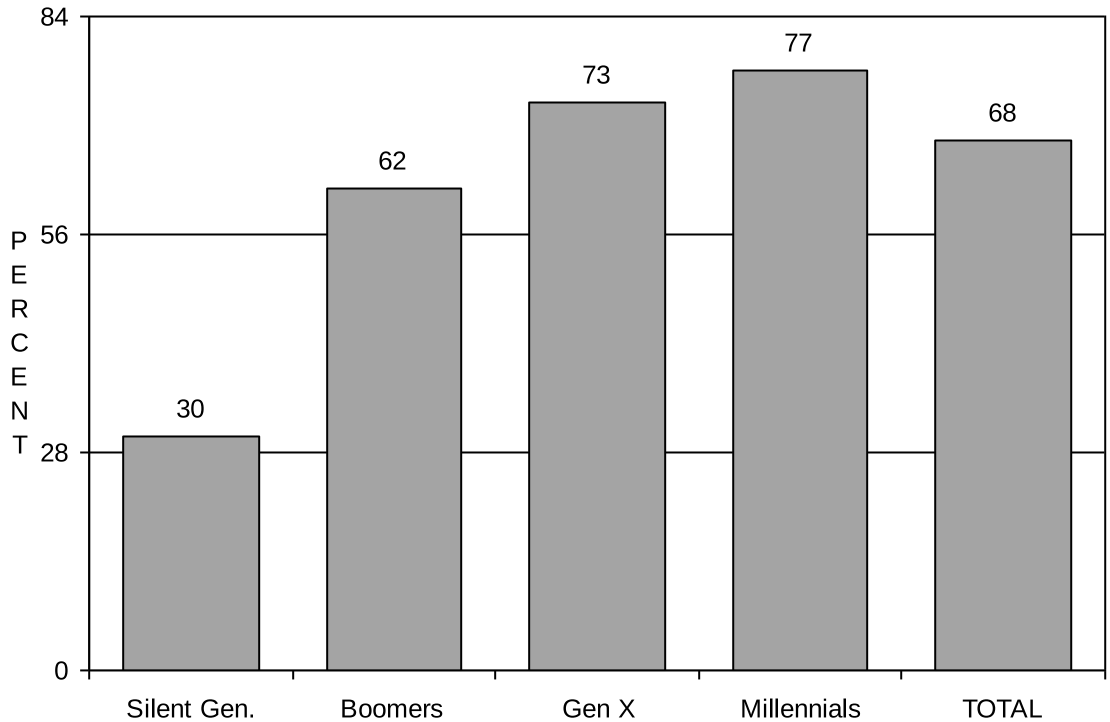
FIGURE 20
Whether Used Social Media Websites To Plan Trip



Only “yes” responses are reported in this figure.

Visitors were asked if they used any social media websites, such as Facebook, Twitter or others to help in planning their trip to Las Vegas, and 28% of all visitors said they had (Figure 20). Millennials (42%) were the most likely to say they had used social media in planning their trip, while Gen X visitors (31%) were also significantly more likely than Boomers (18%) to give this response, while the Silent Generation (4%) were the least likely.

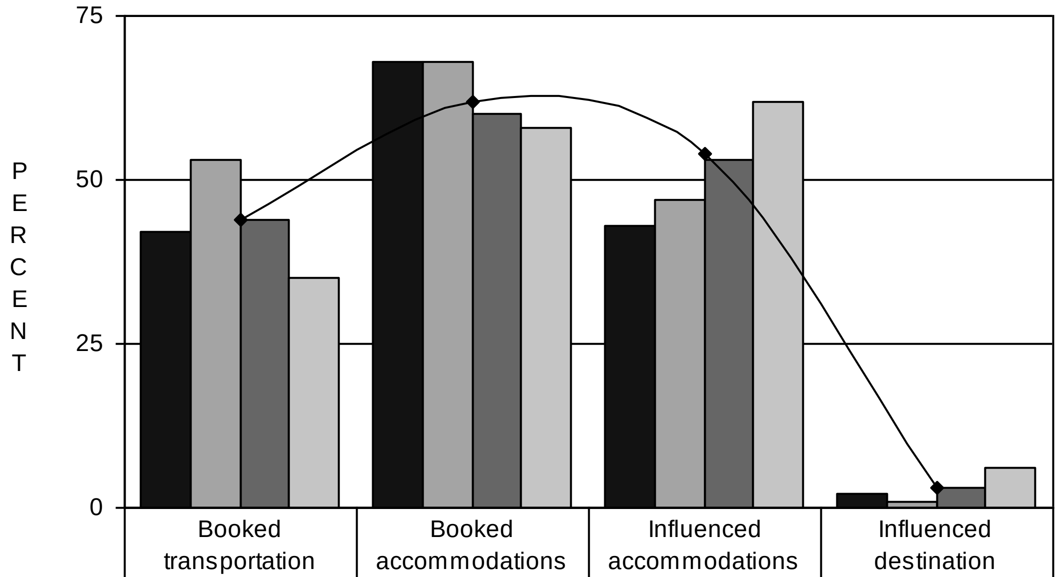
FIGURE 21
Whether Used The Internet To Plan Trip



Only “yes” responses are reported in this figure.

Two-thirds (68%) of all visitors said they used the Internet to plan their trip to Las Vegas (Figure 21). Millennials (77%) were the most likely to use the Internet to plan their trip. Gen X visitors (73%) were also significantly more likely than Boomers (62%) to use the Internet to plan their trip, while the Silent Generation (30%) were the least likely to have done so.

FIGURE 22
Internet Influence And Use
(Among Those Who Used The Internet To Plan Trip)

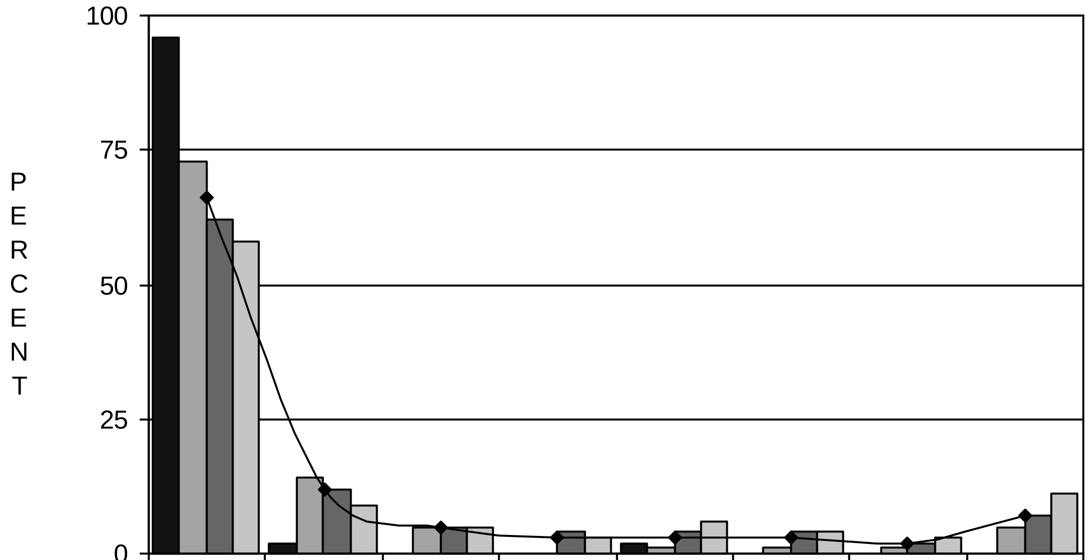


	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Silent Gen.	42	68	43	2
Boomers	53	68	47	1
Gen X	44	60	53	3
Millennials	35	58	62	6
TOTAL	44	62	54	3

Only "yes" responses are reported in this figure.
(Base Sizes Silent Gen=75, Boomers=664, Gen X=960, Millennials=738, TOTAL=2438)

Among those visitors who said they used the Internet to plan their trip to Las Vegas (Figure 22), Boomers (53%) were the most likely to have booked their transportation to Las Vegas online, followed by Gen X visitors (44%) and the Silent Generation (42%), while Millennials (35%) were the least likely to have done so. Boomers (68%) were also significantly more likely than Gen X visitors (60%) and Millennials (58%) to have used the Internet to book their accommodations in Las Vegas. Millennials (62%) were the most likely to say the Internet influenced their choice of accommodations, while Gen X visitors (53%) were also more likely than Boomers (47%) or the Silent Generation (43%) to say this. Millennials (6%) were also the most likely to say the Internet influenced their decision to visit Las Vegas.

FIGURE 23
Website Used To Book Transportation
(Among Those Who Used The Internet
To Book Their Transportation To Las Vegas)

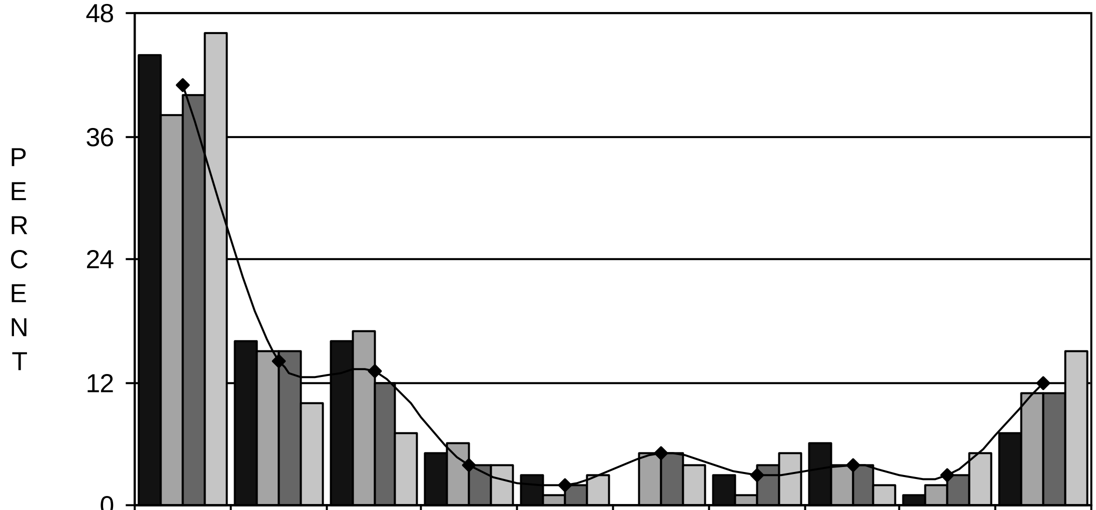


	Airline website	Expedia	Travel-ocity	Priceline	Hotwire	Kayak	Orbitz	Other
Silent Gen.	96	2	0	0	2	0	0	0
Boomers	73	14	5	0	1	1	1	5
Gen X	62	12	5	4	4	4	2	7
Millennials	58	9	5	3	6	4	3	11
TOTAL	66	12	5	3	3	3	2	7

(Base Sizes Silent Gen=31, Boomers=351, Gen X=424, Millennials=256, TOTAL=1064)

Among those visitors who booked their transportation to Las Vegas over the Internet (Figure 23), two-thirds (66%) used an airline website. Twelve percent (12%) used Expedia, while 5% used Travelocity. The Silent Generation (96%) were the most likely to use an airline web site, while Boomers (73%) were also significantly more likely than Gen X visitors (62%) or Millennials (58%) to have done so. Boomers (14%) were the most likely, and the Silent Generation (2%) the least likely, to have used Expedia. Gen X visitors and Millennials were significantly more likely than the Silent Generation and Boomers to use several websites, including Hotwire (4% of Gen X visitors and 6% of Millennials vs. 2% of the Silent Generation and 1% of Boomers), Kayak.com (4% each vs. 0% and 1% respectively), and Priceline.com (4% and 3% vs. 0% and less than 1%) to book their transportation.

FIGURE 24
Website Used To Book Accommodations
(Among Those Who Used The Internet
To Book Their Accommodations In Las Vegas)

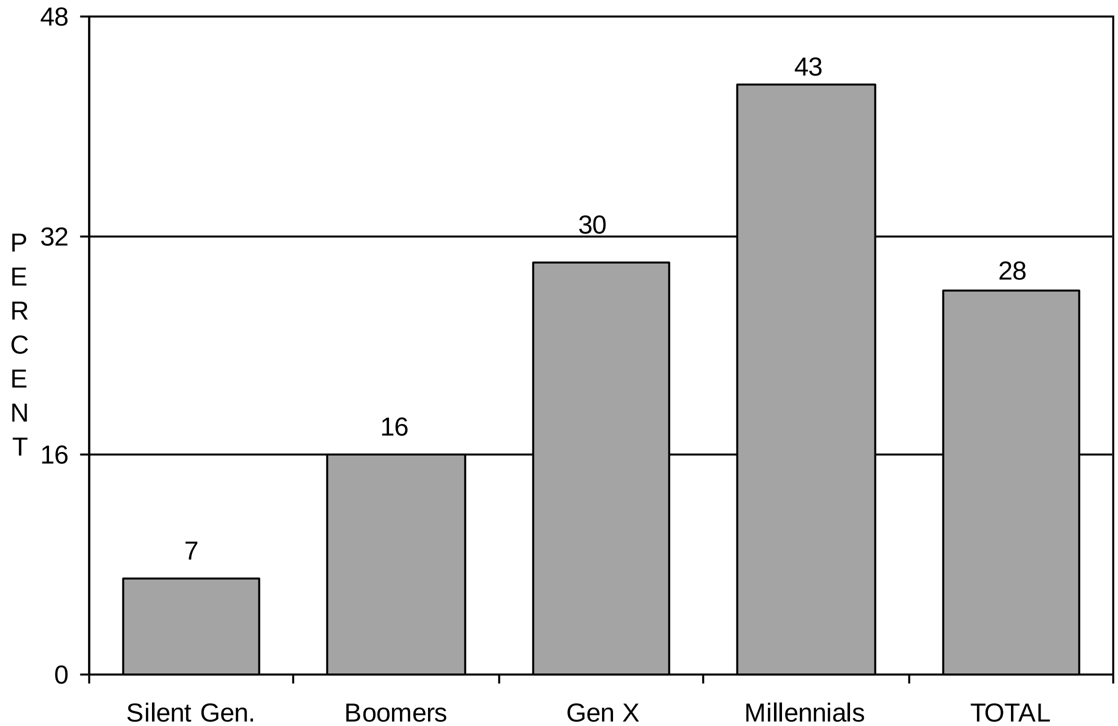


	Hotel website	Hotels-.com	Expedia	Las Vegas-.com	Vegas-.com	Travel-ocity	Hotwire.com	Airline website	Priceline	Other
Silent Gen.	44	16	16	5	3	0	3	6	1	7
Boomers	38	15	17	6	1	5	1	4	2	11
Gen X	40	15	12	4	2	5	4	4	3	11
Millennials	46	10	7	4	3	4	5	2	5	15
TOTAL	41	14	13	4	2	5	3	4	3	12

(Base Sizes: Silent Gen=50, Boomers=450, Gen X=572, Millennials=429, TOTAL=1503)

Four in ten visitors (41%) who booked their accommodations in Las Vegas online used a hotel website to do so, while 14% used Hotels.com, and 13% used Expedia. Millennials (46%) were significantly more likely than Boomers (38%) to have used a hotel web site to book their accommodations. Boomers (17%) were significantly more likely than Gen X visitors (12%), who in turn were more likely than Millennials (7%), to have used Expedia to book their accommodations (Figure 24). Gen X visitors (4%) and Millennials (5%) were more likely than Boomers (1%) to have used Hotwire.com, while Gen X visitors (15%) were more likely than Millennials (10%) to have used Hotels.com.

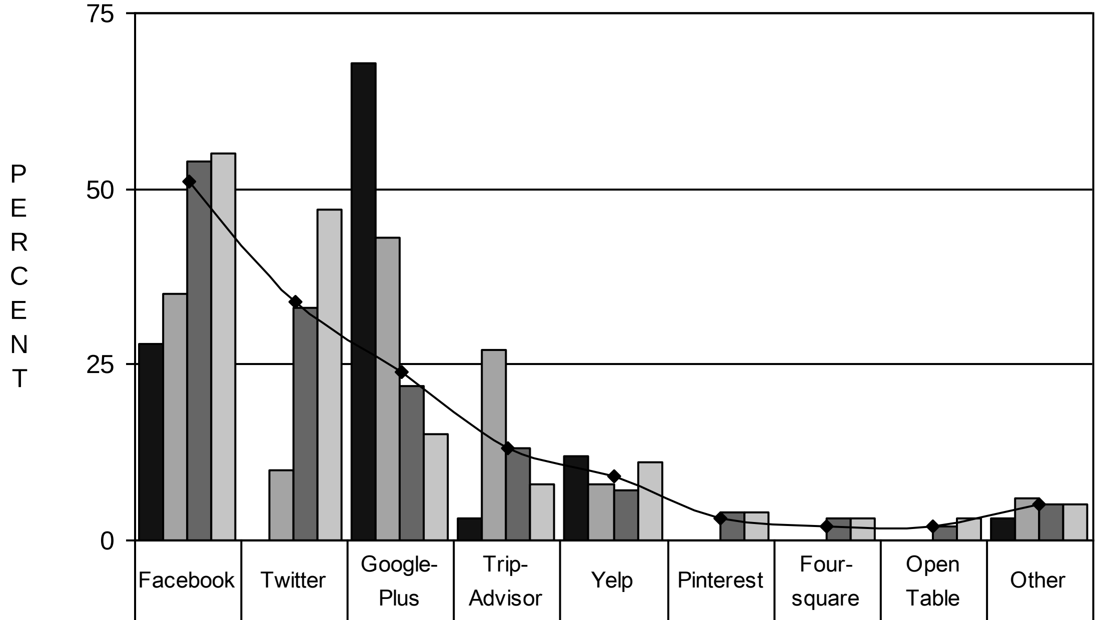
FIGURE 25
Whether Used Social Media Apps Or Websites To Plan Activities In Las Vegas



Only "yes" responses are reported in this figure.

Beginning in 2014, visitors were asked if they used any social media websites, such as Facebook, Twitter or others during their visit to plan their activities in Las Vegas, and 28% of all visitors said they had (Figure 25). Millennials (43%) were the most likely to say they had used social media to plan their activities in Las Vegas, while Gen X visitors (30%) were also significantly more likely than Boomers (16%) to give this response, while the Silent Generation (7%) were the least likely.

FIGURE 26
Social Media Apps Or Websites Used To Plan Activities In Las Vegas
(Among Those Who Used Social Media To Plan Activities
While In Las Vegas)



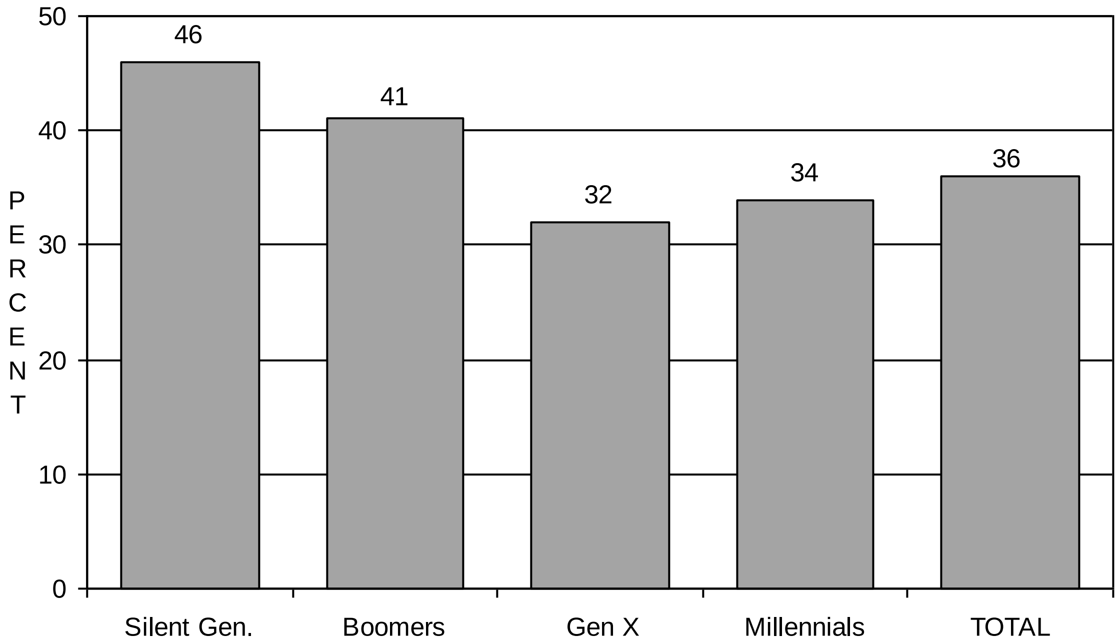
	Facebook	Twitter	Google-Plus	Trip-Advisor	Yelp	Pinterest	Four-square	Open Table	Other
Silent Gen.	28	0	68	3	12	0	0	0	3
Boomers	35	10	43	27	8	0	0	0	6
Gen X	54	33	22	13	7	4	3	2	5
Millennials	55	47	15	8	11	4	3	3	5
TOTAL	51	34	24	13	9	3	2	2	5

(Base Sizes: Silent Gen=16*, Boomers=173, Gen X=401, Millennials=414, TOTAL=1004)

Among those who used social media websites during their visit to plan their activities in Las Vegas, just over one-half (51%) used Facebook (Figure 26). Millennials (55%) and Gen X visitors (54%) were significantly more likely than Boomers (35%) to have used Facebook in planning their activities. Millennials (47%) were the most likely to say they used Twitter to plan their activities, while Gen X visitors (33%) were also more likely than Boomers (10%) to say they used Twitter. The Silent Generation* (68%) and Boomers (43%) were significantly more likely to have used GooglePlus than Gen X visitors (22%), while Millennials (15%) were the least likely. Boomers (27%) were the most likely to say they used TripAdvisor, while Gen X visitors (13%) were also more likely than Millennials (8%) to give this response.

* Note the very small base size for the Silent Generation.

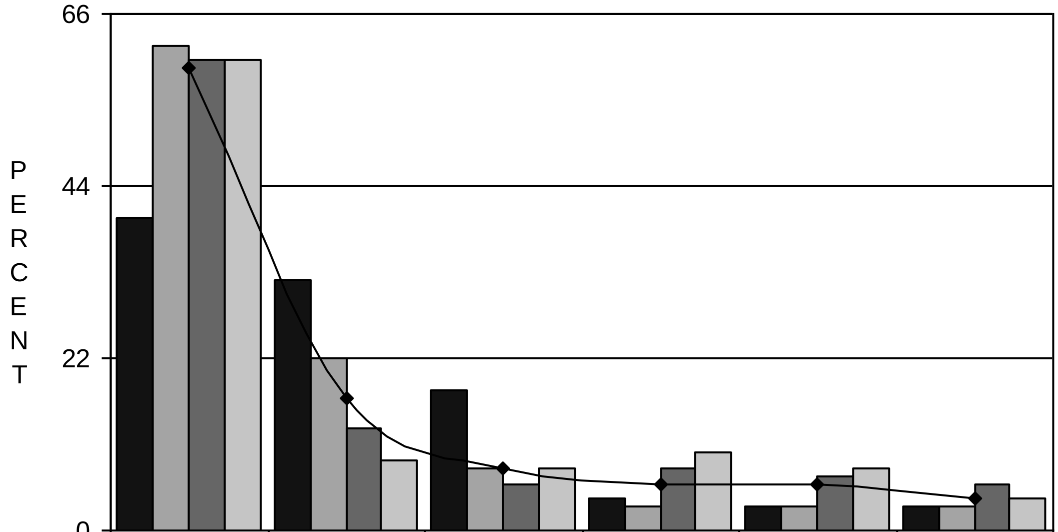
FIGURE 27
Whether Visited Downtown Las Vegas



Only “yes” responses are reported in this figure.

Thirty-six percent (36%) of all visitors said they visited Downtown Las Vegas (Figure 27). The Silent Generation (46%) and Boomers (41%) were significantly more likely to have visited Downtown than Gen X visitors (32%) and Millennials (34%).

FIGURE 28
Main Reason For Visiting Downtown Las Vegas*
(Among Those Who Visited Downtown)



	Fremont St. Experience	Lodging Downtown	To gamble	To sightsee	To dine	Other
Silent Gen.	40	32	18	4	3	3
Boomers	62	22	8	3	3	3
Gen X	60	13	6	8	7	6
Millennials	60	9	8	10	8	4
TOTAL	59	17	8	6	6	4

(Base Sizes: Silent Gen=112, Boomers=392, Gen X=358, Millennials=219, TOTAL=1084)

Respondents who visited Downtown were asked why they did so (Figure 28). Overall, six in ten visitors (59%) said it was to see the Fremont Street Experience, while one in six (17%) said they were lodging Downtown. Boomers (62%), Gen X visitors and Millennials (60% each) were significantly more likely than the Silent Generation (40%) to say they went Downtown to see the Fremont Street Experience. The Silent Generation (32%) were the most likely to say they were lodging Downtown, while Boomers (22%) were also significantly more likely to say they were lodging Downtown than Gen X visitors (13%) or Millennials (9%). Members of the Silent Generation (18%) were significantly more likely than the other subgroups to say they were visiting Downtown primarily to gamble. Millennials (10%) and Gen X visitors (8%) were more likely than the Silent Generation (4%) or Boomers (3%) to say they were sightseeing or that they were visiting Downtown primarily to dine (8% and 7% respectively vs. 3% each).

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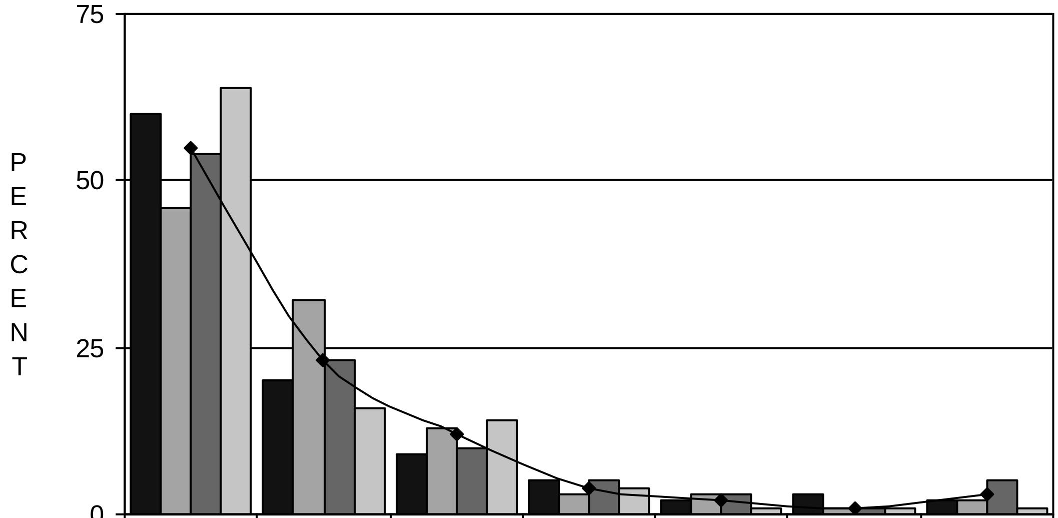
* These results are from 2013. This question is asked every other year and was not asked in 2014.

FIGURE 29
Main Reason For Not Visiting Downtown Las Vegas
(Among Those Who Did Not Visit Downtown)

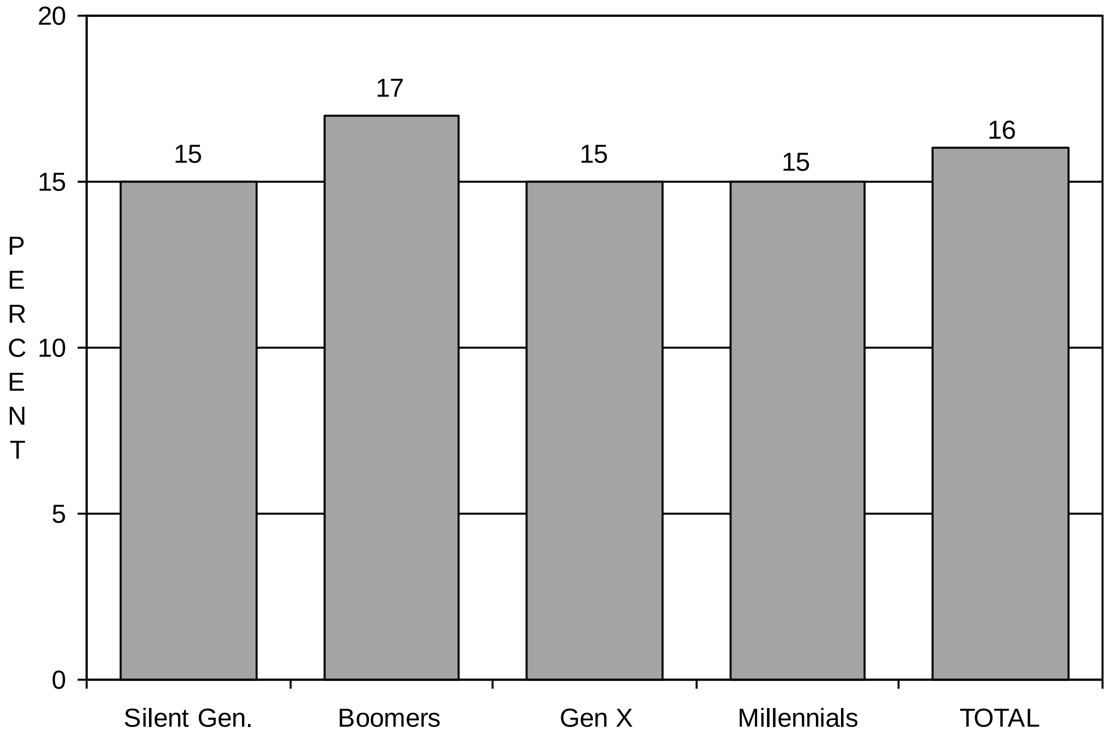


	Not interested	Not enough time	Unfamiliar with Downtown	Incon-venient	Prefer Strip	Don't like Downtown	Other
Silent Gen.	60	20	9	5	2	3	2
Boomers	46	32	13	3	3	1	2
Gen X	54	23	10	5	3	1	5
Millennials	64	16	14	4	1	1	1
TOTAL	55	23	12	4	2	1	3

(Base Sizes: Silent Gen=132, Boomers=630, Gen X=899, Millennials=631, TOTAL=2295)

Respondents who did not visit Downtown were asked why they did not (Figure 29). Millennials (64%) were the most likely to say they had no interest in visiting Downtown, while the Silent Generation (60%) and Gen X visitors (54%) were also more likely than Boomers (46%) to say they had no interest in visiting the Downtown area. Boomers (32%) were the most likely to say they did not have enough time to visit Downtown, while Gen X visitors (23%) were more likely than Millennials (16%) to give this response.

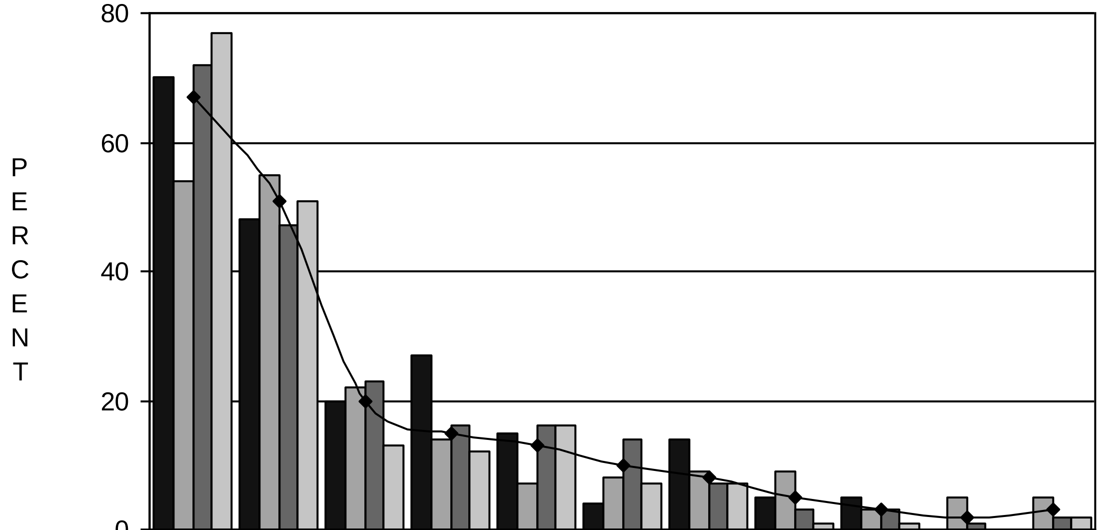
FIGURE 30
Visits To Nearby Places



Only “yes” responses are reported in this figure.

Sixteen percent (16%) of all visitors said they had visited, or planned to visit, tourist destinations near Las Vegas on their current trip (Figure 30). There were no significant differences among the subgroups on this measure.

FIGURE 31
Other Nearby Places Visited*
(Among Those Who Visited Or Planned To Visit Other Places)



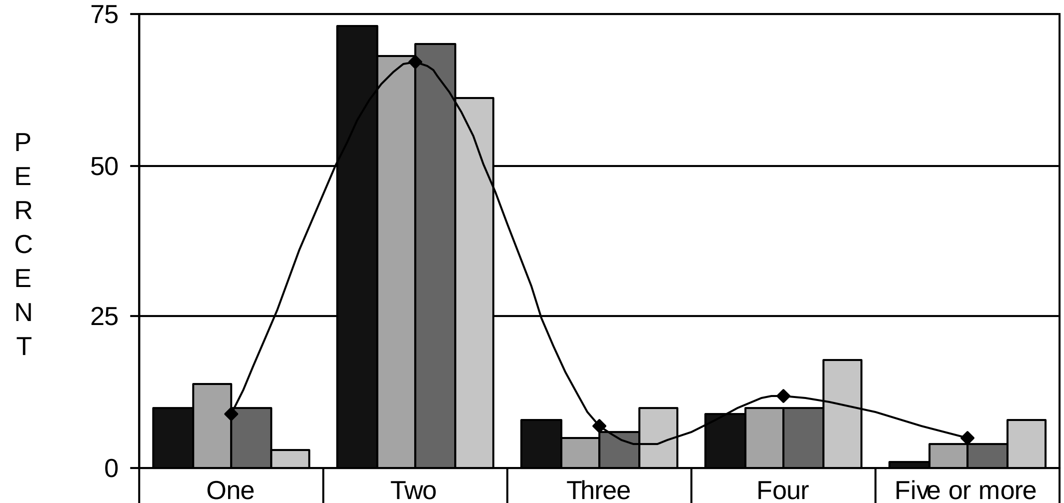
	Grand Canyon	Hoover Dam	Zion Nat'l Park	Bryce Canyon	Death Valley	Valley of Fire	Lake Mead	Red Rock	Laughlin	Mt. Charleston	Other
Silent Gen.	70	48	20	27	15	4	14	5	5	0	0
Boomers	54	55	22	14	7	8	9	9	3	5	5
Gen X	72	47	23	16	16	14	7	3	3	1	2
Millennials	77	51	13	12	16	7	7	1	1	0	2
TOTAL	67	51	20	15	13	10	8	5	3	2	3

*Multiple responses permitted.
(Base Sizes: Silent Gen=36, Boomers=186, Gen X=204, Millennials=140, TOTAL=566)

As Figure 31 shows, the Grand Canyon (67%) was the most popular nearby destination visited, followed by the Hoover Dam (51%). Gen X visitors (72%) and Millennials (77%) were significantly more likely than Boomers (54%) to have visited the Grand Canyon. Gen X visitors and Millennials (16% each) were also more likely than Boomers (7%) to have visited Death Valley. Boomers (22%) and Gen X visitors (23%) were more likely than Millennials (13%) to have visited Zion National Park. Boomers (9%) were more likely than Gen X visitors (3%) or Millennials (1%) to have visited Red Rock.

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 32
Adults In Immediate Party

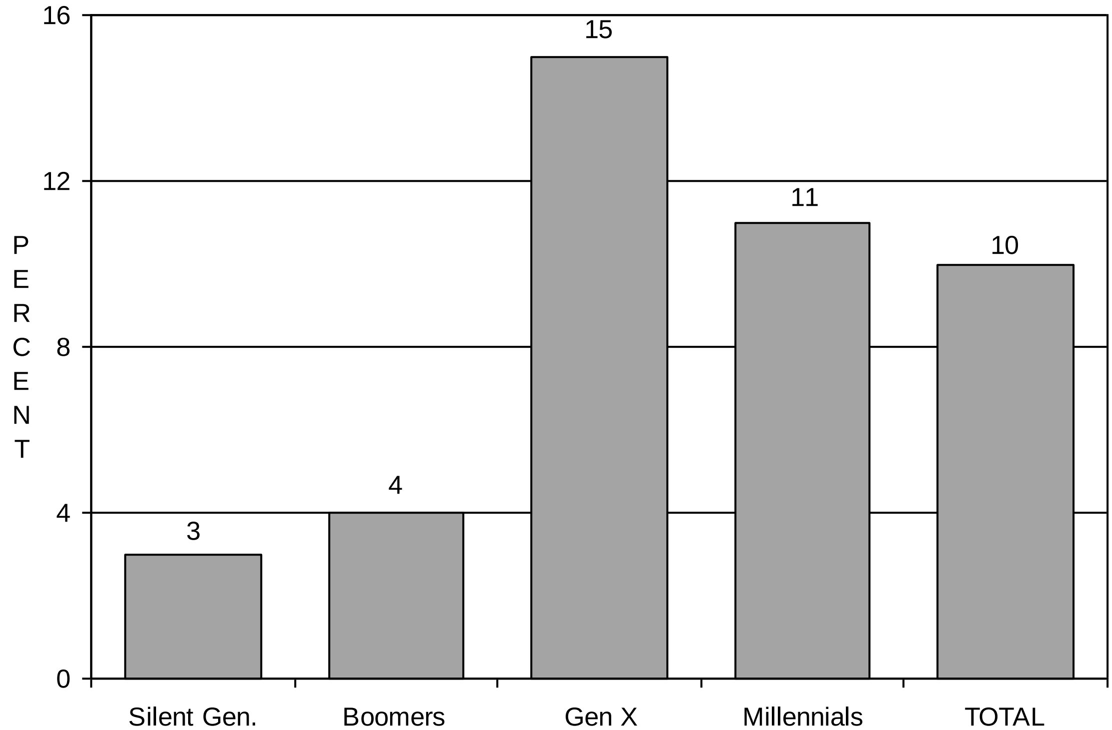


	One	Two	Three	Four	Five or more
Silent Gen.	10	73	8	9	1
Boomers	14	68	5	10	4
Gen X	10	70	6	10	4
Millennials	3	61	10	18	8
TOTAL	9	67	7	12	5

(Means Silent Gen=2.2, Boomers=2.3, Gen X=2.4, Millennials=2.7, TOTAL=2.4)

Sixty-seven percent (67%) of all visitors traveled in parties of two (Figure 32). The average party size was significantly higher among Millennials (2.7) than among Gen X visitors (2.4), Boomers (2.3), and the Silent Generation (2.2). The Silent Generation (73%), Boomers (68%), and Gen X visitors (70%) were all more likely than Millennials (61%) to say they were traveling in a party of two. Boomers (14%) were the most likely to say they were traveling alone, while Millennials (3%) were the least likely to give this response. Millennials (26%) were the most likely to say there were four or more adults in their party.

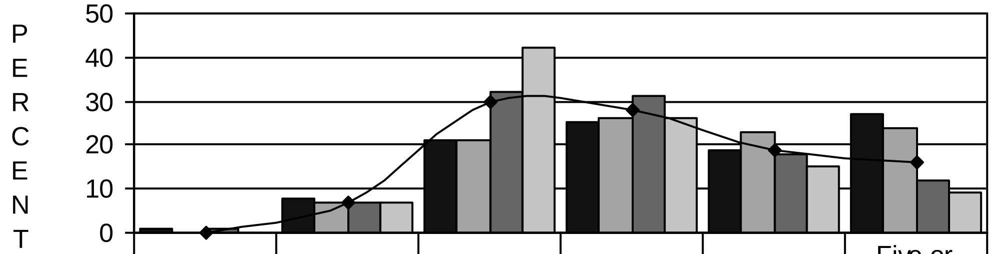
FIGURE 33
Persons In Immediate Party Under Age 21
(Among All Visitors)



Only “yes” responses are reported in this figure.

Ten percent (10%) of all visitors said they were traveling with people under the age of 21 in their parties (Figure 33). Gen X visitors (15%) were the most likely to be traveling with people under the age of 21, while Millennials (11%) were also more likely than Boomers (4%) or the Silent Generation (3%) to give this response.

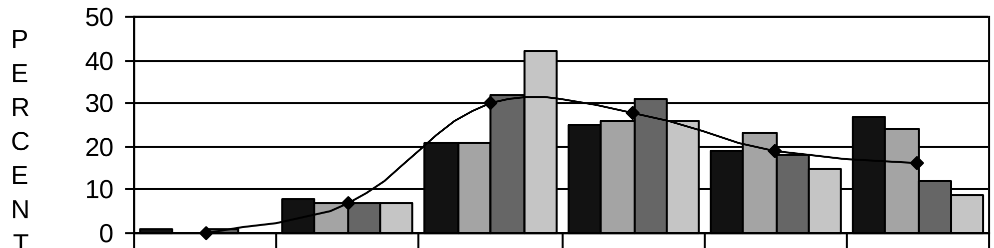
FIGURE 34
Nights Stayed



	Daytrip	One	Two	Three	Four	Five or more
Silent Gen.	1	8	21	25	19	27
Boomers	0	7	21	26	23	24
Gen X	1	7	32	31	18	12
Millennials	0	7	42	26	15	9
TOTAL	0	7	30	28	19	16

(Means Silent Gen=3.7, Boomers=3.6, Gen X=3.0, Millennials=2.9; TOTAL=3.2)

FIGURE 35
Days Stayed

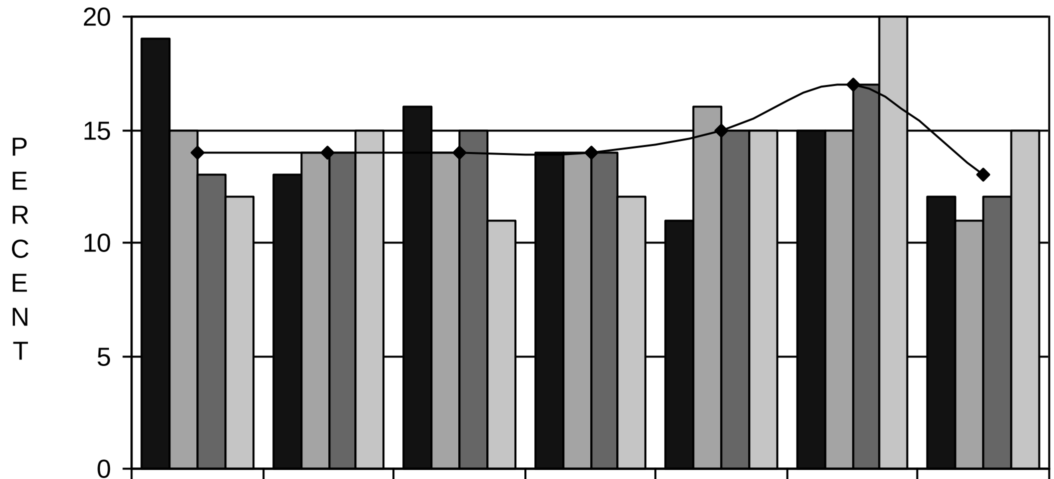


	One	Two	Three	Four	Five	Six or more
Silent Gen.	1	8	21	25	19	27
Boomers	0	7	21	26	23	24
Gen X	1	7	32	31	18	12
Millennials	0	7	42	26	15	9
TOTAL	0	7	30	28	19	16

(Means: Silent Gen=4.7, Boomers=4.6, Gen X=4.0, Millennials=3.9; TOTAL=4.2)

Visitors stayed an average of 3.2 nights and 4.2 days in Las Vegas (Figures 34 and 35). On average, the Silent Generation (mean of 3.7 nights and 4.7 days) and Boomers (mean of 3.6 nights and 4.6 days) stayed longer in Las Vegas than Gen X visitors (mean of 3.0 nights and 4.0 days) and Millennials (mean of 2.9 nights and 3.9 days).

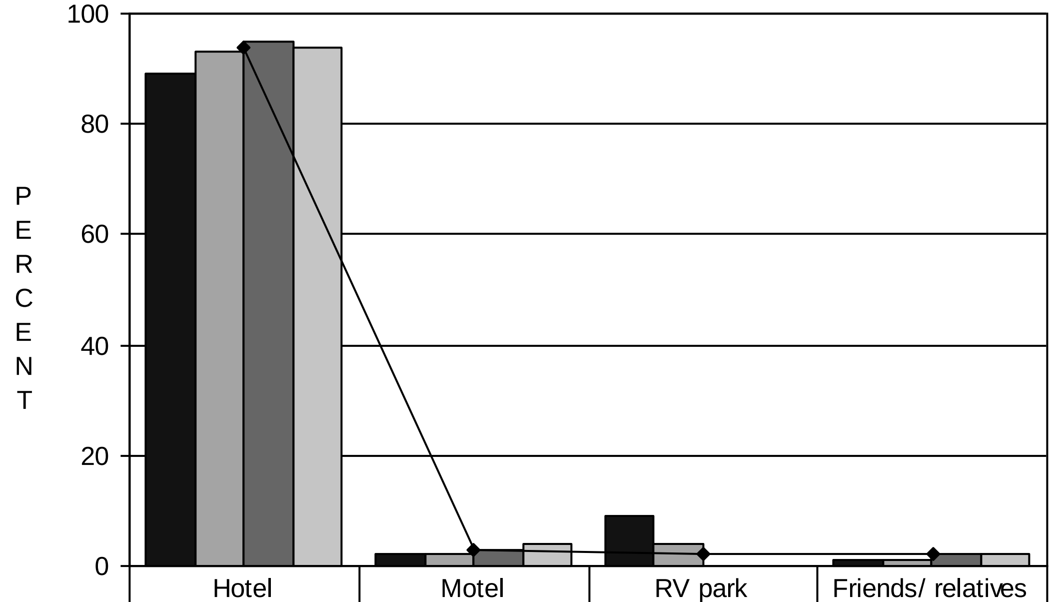
FIGURE 36
Day Of Arrival



	SUN	MON	TUE	WED	THU	FRI	SAT
Silent Gen.	19	13	16	14	11	15	12
Boomers	15	14	14	14	16	15	11
Gen X	13	14	15	14	15	17	12
Millennials	12	15	11	12	15	20	15
TOTAL	14	14	14	14	15	17	13

All respondents were asked on what day of the week they arrived in Las Vegas (Figure 36). Millennials (35%) were significantly more likely to arrive on a weekend (Friday or Saturday) than the Silent Generation (27%), Boomers (26%), or Gen X visitors (29%). By contrast the Silent Generation, Boomers (73% each), and Gen X visitors (71%) were significantly more likely to arrive on a weekday (Sunday through Thursday) than Millennials (65%).

FIGURE 37
Type Of Lodging
(Among Those Who Stayed Overnight)

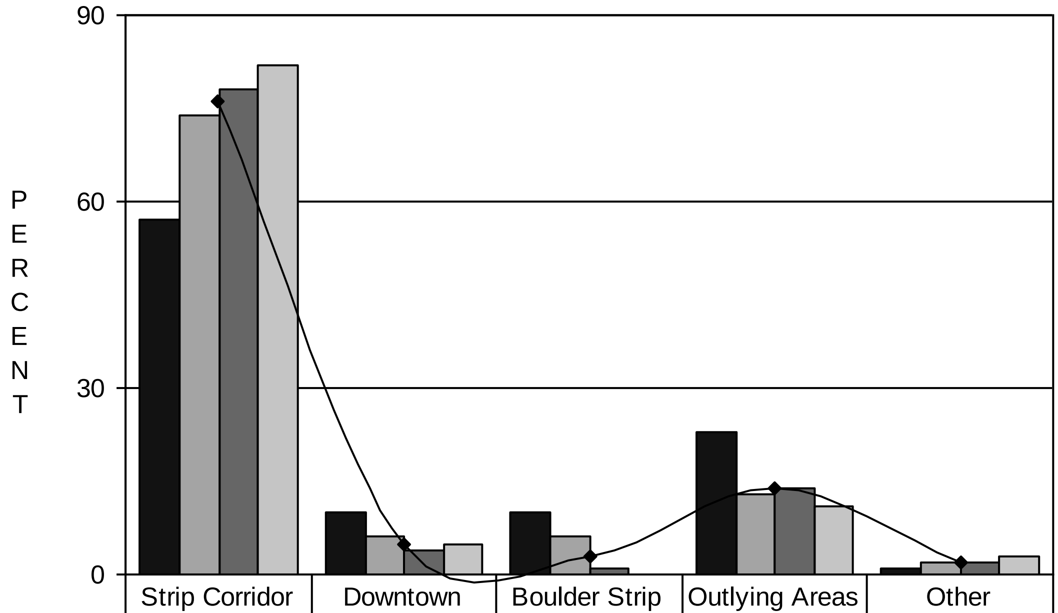


	Hotel	Motel	RV park	Friends/ relatives
Silent Gen.	89	2	9	1
Boomers	93	2	4	1
Gen X	95	3	0	2
Millennials	94	4	0	2
TOTAL	94	3	2	2

(Base Sizes: Silent Gen=244, Boomers=1068, Gen X=1311, Millennials=961, TOTAL=3586)

Among visitors who stayed overnight in Las Vegas, the vast majority (94%) lodged in a hotel (Figure 37). Gen X visitors (95%) and Millennials (94%) were significantly more likely than the Silent Generation (89%) to stay in a hotel. Members of the Silent Generation (9%) were the most likely to stay in an RV park.

FIGURE 38
Location Of Lodging
(Among Those Who Stayed Overnight)



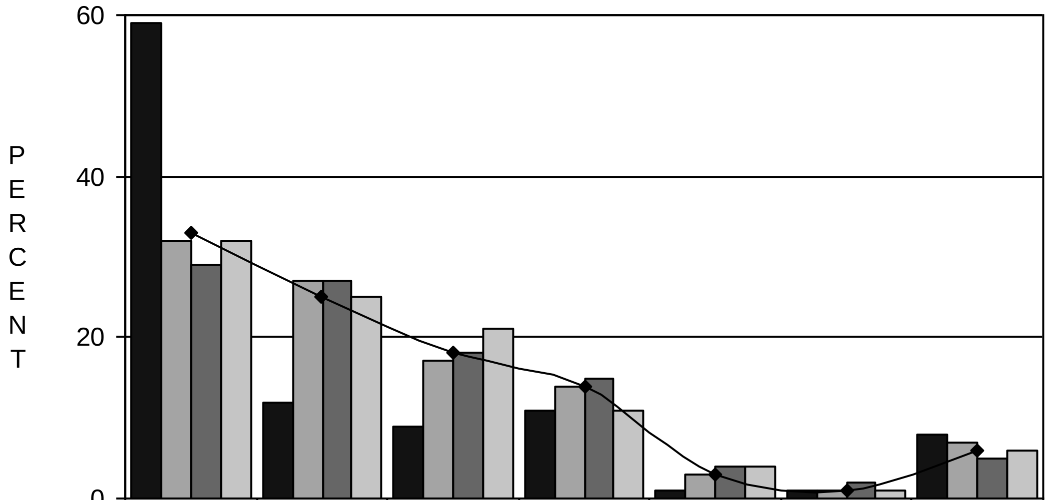
	Strip Corridor	Downtown	Boulder Strip	Outlying Areas	Other
Silent Gen.	57	10	10	23	1
Boomers	74	6	6	13	2
Gen X	78	4	1	14	2
Millennials	82	5	0	11	3
TOTAL	76	5	3	14	2

(Base Sizes: Silent Gen=244, Boomers=1068, Gen X=1311, Millennials=961, TOTAL=3586)

In terms of lodging location (Figure 38), Millennials (82%) and Gen X visitors (78%) were significantly more likely to have stayed on the Strip Corridor* than Boomers (74%), while the Silent Generation (57%) were the least likely to have stayed on the Strip Corridor. The Silent Generation (10%) were more likely to say they stayed Downtown than Gen X visitors (4%) or Millennials (5%). The Silent Generation (10%) were also the most likely to have stayed on the Boulder Strip, followed by Boomers (6%), while Gen X visitors (1%) and Millennials (less than 1%) were the least likely. The Silent Generation (23%) were also the most likely to say they stayed in outlying areas.

* The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Boulevard and Paradise Road.

FIGURE 39
How Booked Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

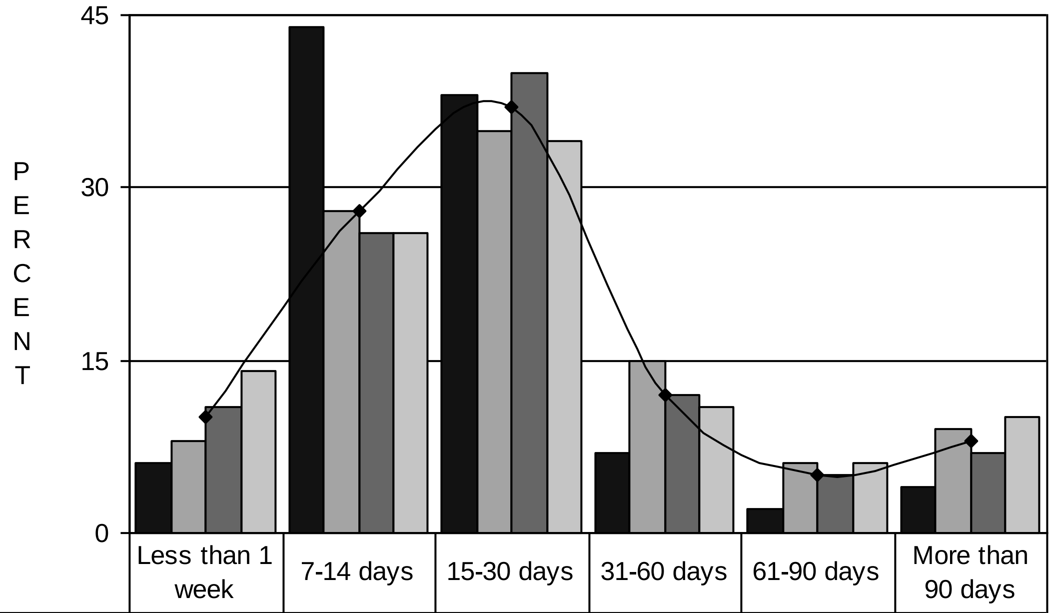


	Calling property directly	Third party website	Hotel website	Travel agent	Phone, third party	In person	Someone else booked
Silent Gen.	59	12	9	11	1	1	8
Boomers	32	27	17	14	3	1	7
Gen X	29	27	18	15	4	2	5
Millennials	32	25	21	11	4	1	6
TOTAL	33	25	18	14	3	1	6

(Base Sizes: Silent Gen=240, Boomers=1020, Gen X=1280, Millennials=930, TOTAL=3472)

Visitors who stayed at a hotel, motel, or in an RV park were asked how they, or someone in their party, booked their accommodations in Las Vegas for their most recent trip (Figure 39). The Silent Generation (59%) were significantly more likely than Boomers (32%), Gen X visitors (29%) or Millennials (32%) to say they called the property directly. Boomers, Gen X visitors (27% each) and Millennials (25%) were all significantly more likely than the Silent Generation (12%) to have booked their accommodations on a third party website. Millennials (21%) were the most likely to have booked their accommodations through a hotel website, while the Silent Generation (9%) were the least likely to have done so.

FIGURE 40
Advance Booking Of Accommodations
(Among Those Who Stayed In A Hotel/Motel/RV Park)

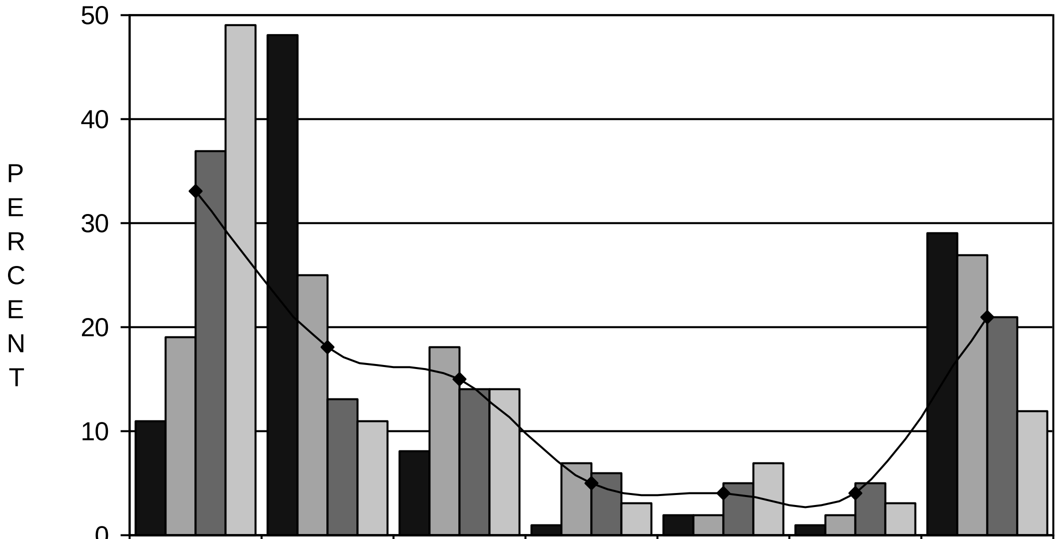


	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	More than 90 days
Silent Gen.	6	44	38	7	2	4
Boomers	8	28	35	15	6	9
Gen X	11	26	40	12	5	7
Millennials	14	26	34	11	6	10
TOTAL	10	28	37	12	5	8

(Base Sizes Silent Gen=240, Boomers=1020, Gen X=1280, Millennials=930, TOTAL=3472)

Visitors were asked how far in advance they had booked their accommodations (Figure 40). The Silent Generation (44%) were significantly more likely than Boomers (28%), Gen X visitors or Millennials (26% each) to say they booked their accommodations between 7 and 14 days in advance. Boomers (30%) were the most likely to say they booked their lodging one month or more in advance, followed by Millennials (27%) and Gen X visitors (24%), while the Silent Generation (13%) were the least likely to do so. Millennials (14%) were the most likely to say they booked their accommodations less than one week in advance.

FIGURE 41
Type Of Room Rates
(Among Those Staying In A Hotel Or Motel)

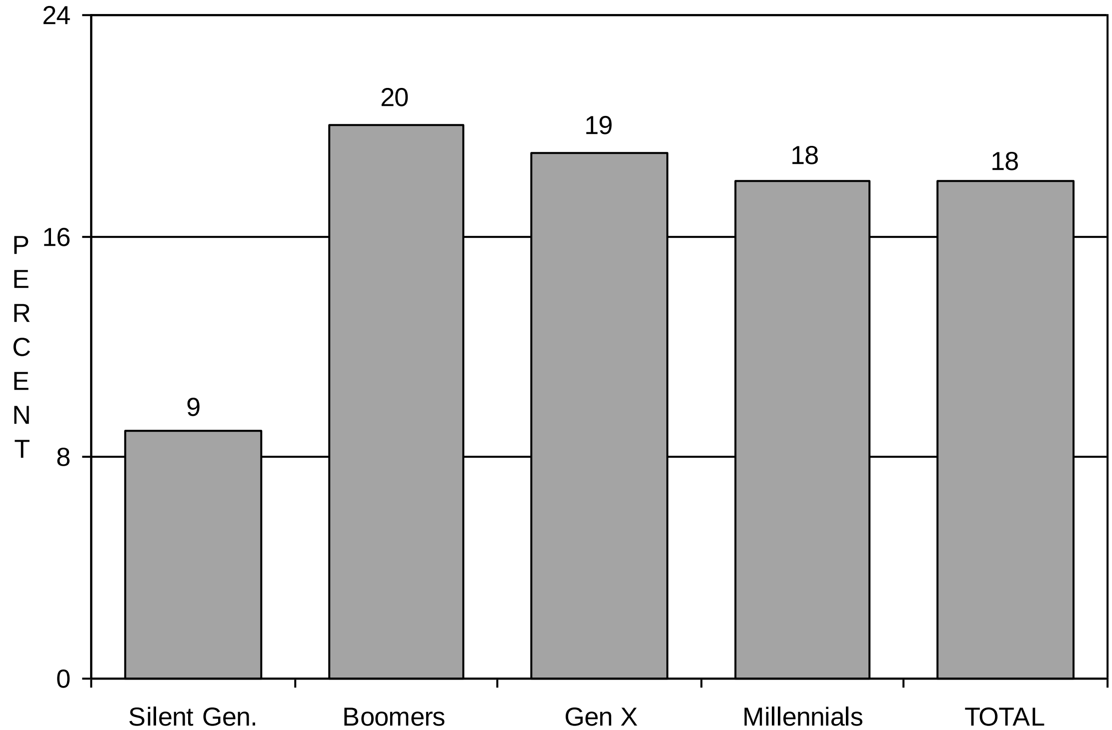


	Regular	Casino comp.	Package	Conven-tion	Casino rate	Tour group	Other rate
Silent Gen.	11	48	8	1	2	1	29
Boomers	19	25	18	7	2	2	27
Gen X	37	13	14	6	5	5	21
Millennials	49	11	14	3	7	3	12
TOTAL	33	18	15	5	4	4	21

(Base Sizes: Silent Gen=218, Boomers=980, Gen X=1275, Millennials=928, TOTAL=3404)

Looking at the type of room rates received by hotel/motel lodgers (Figure 41), the Silent Generation (48%) were the most likely to have received a casino complimentary room rate, while Boomers (25%) were more likely than Gen X visitors (13%) and Millennials (11%) to have received this rate. Millennials (49%) were the most likely to have received a regular room rate, followed by Gen X visitors (37%), then Boomers (19%), while the Silent Generation (11%) were the least likely. Boomers (18%) were the most likely to have received a package rate, followed by Gen X visitors and Millennials (14% each), while the Silent Generation were the least likely (8%). Millennials (7%) and Gen X visitors (5%) were more likely to have received a casino rate than the Silent Generation or Boomers (2% each). Boomers (7%) and Gen X visitors (6%) were significantly more likely than Millennials (3%) and the Silent Generation (1%) to say they received a convention rate. The Silent Generation (29%) and Boomers (27%) were the most likely to say they received some other rate, followed by Gen X visitors (21%), while Millennials (12%) were the least likely.

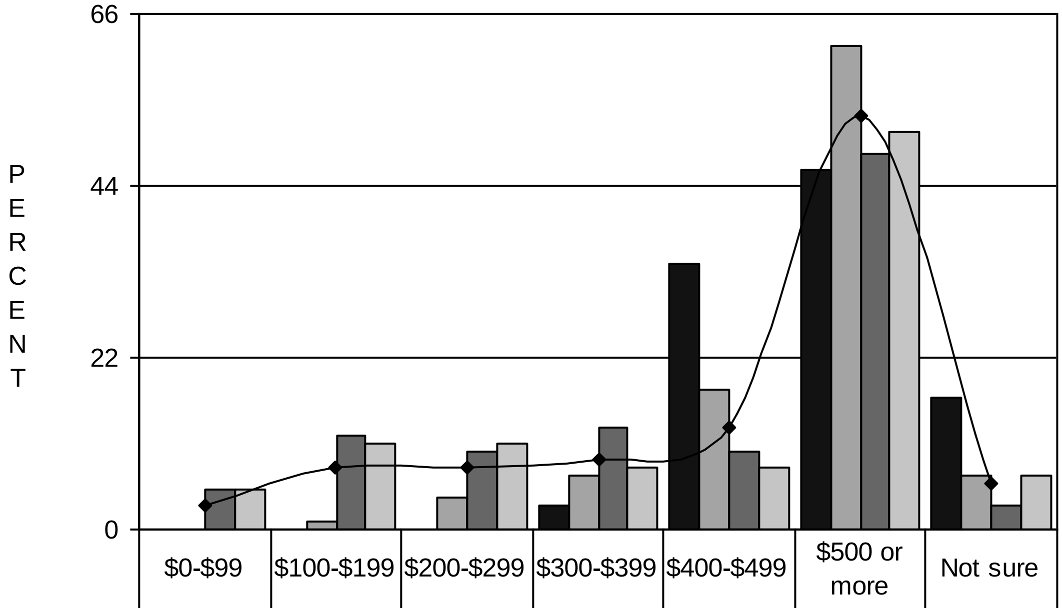
FIGURE 42
Package Purchasers
(Among Those Staying In A Hotel Or Motel)



(Base Sizes: Silent Generation=218, Boomers=980, Gen X=1275, Millennials=928, TOTAL=3404)

The Silent Generation (9%) were significantly less likely than Boomers (20%), Gen X visitors (19%) and Millennials (18%) to be visiting Las Vegas as part of a tour group or package deal (Figure 42).

FIGURE 43
Cost Of Package Per Person
(Among Those Who Bought A Package)



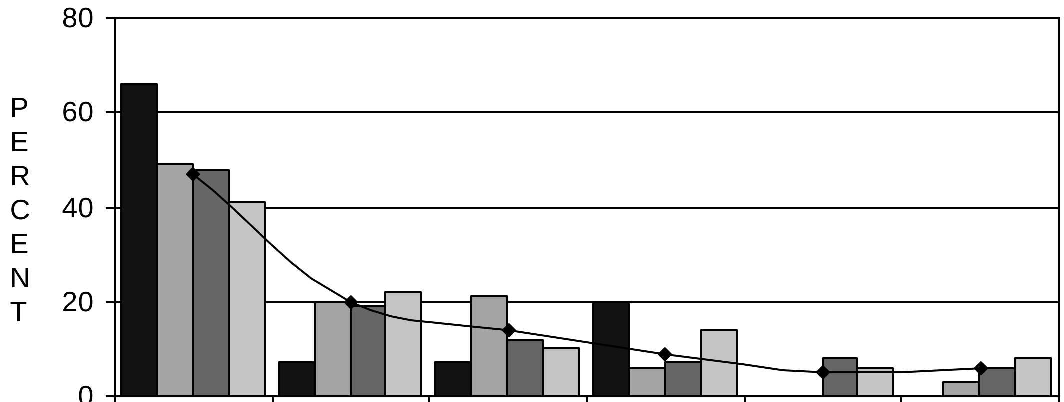
	$0-$99	$100-$199	$200-$299	$300-$399	$400-$499	$500 or more	Not sure
Silent Gen.	0	0	0	3	34	46	17
Boomers	0	1	4	7	18	62	7
Gen X	5	12	10	13	10	48	3
Millennials	5	11	11	8	8	51	7
TOTAL	3	8	8	9	13	53	6

(Base Sizes: Silent Gen=20*, Boomers=195, Gen X=241, Millennials=163, TOTAL=620)
(Mean: Silent Gen=$718.72, Boomers=$817.23, Gen X=$818.81, Millennials=$818.14, TOTAL=$815.14)

We asked those who purchased either a hotel or a tour/travel group package how much their package cost per person (Figure 43). Overall, the average cost of a package was $815.14. Boomers (62%) were significantly more likely than Millennials (51%) and Gen X visitors (48%) to say they paid $500 or more for their package. However, the average package cost did not significantly differ among the four subgroups.[*]

[*] Note the very small base size for the Silent Generation.

FIGURE 44
Where First Heard About The Package
(Among Those Who Bought A Package)



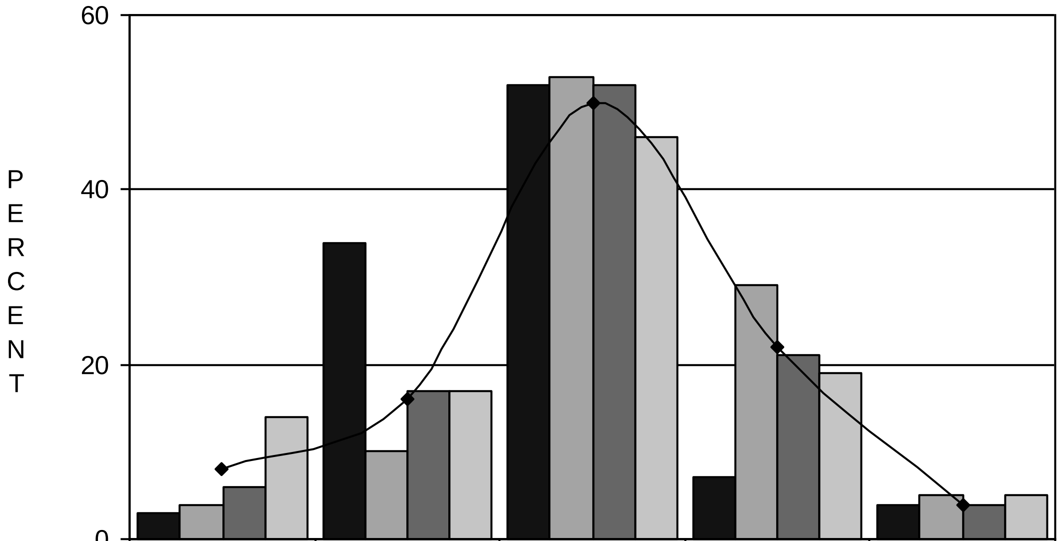
	Travel agent	Any website	Internet ad	Word of mouth	Search engine/hyper link	Other
Silent Gen.	66	7	7	20	0	0
Boomers	49	20	21	6	0	3
Gen X	48	19	12	7	8	6
Millennials	41	22	10	14	6	8
TOTAL	47	20	14	9	5	6

(Base Sizes: Silent Gen=20*, Boomers=195, Gen X=241, Millennials=163, TOTAL=620)

Those visitors who purchased either a hotel or a tour/travel group package were asked where they first heard about the package they bought (Figure 44). A travel agent (47%) was the most common answer, followed by a website (20%), or an Internet ad (14%). Boomers (21%) were significantly more likely than the Silent Generation* (7%), Gen X visitors (12%) or Millennials (10%) to say they heard about the package through an Internet ad. Millennials (14%) were significantly more likely than Boomers (6%) and Gen X visitors (7%) to say they first heard about their package through word of mouth.

* Note the very small base size for the Silent Generation.

FIGURE 45
Lodging Expenditures — Average Per Night
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)

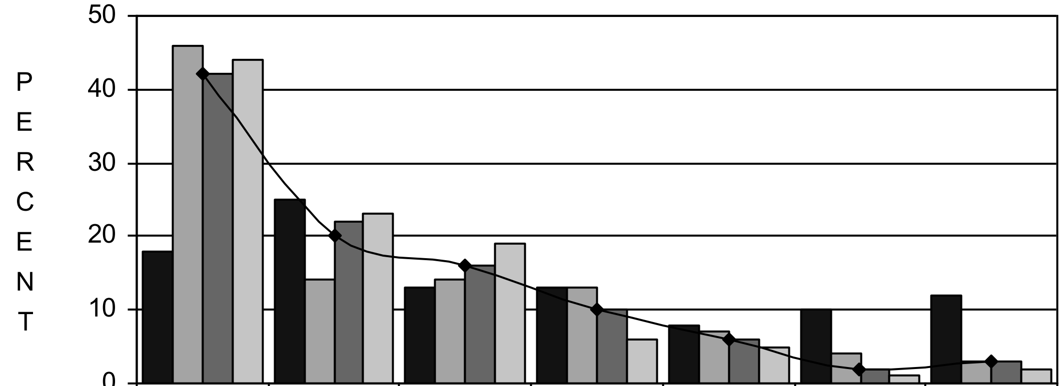


	$0-$35	$36-$50	$51-$100	More than $100	Not sure
Silent Gen.	3	34	52	7	4
Boomers	4	10	53	29	5
Gen X	6	17	52	21	4
Millennials	14	17	46	19	5
TOTAL	8	16	50	22	4

(Base Sizes Silent Gen=95, Boomers=539, Gen X=872, Millennials=660, TOTAL=2166)
(Means: Silent Gen=$74.48, Boomers=$97.03, Gen X=$87.47, Millennials=$78.51, TOTAL=$86.55)

We looked at lodging expenditures among visitors whose room was *not* part of a travel package and who were not comped for their stay (Figure 45). Overall, the average cost for lodging was $86.55. Boomers (average of $97.03) paid significantly more for their lodging than Gen X visitors ($87.47), who in turn paid more than Millennials ($78.51) and the Silent Generation ($74.48).

FIGURE 46
How First Found Out About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package And Non-Comp)

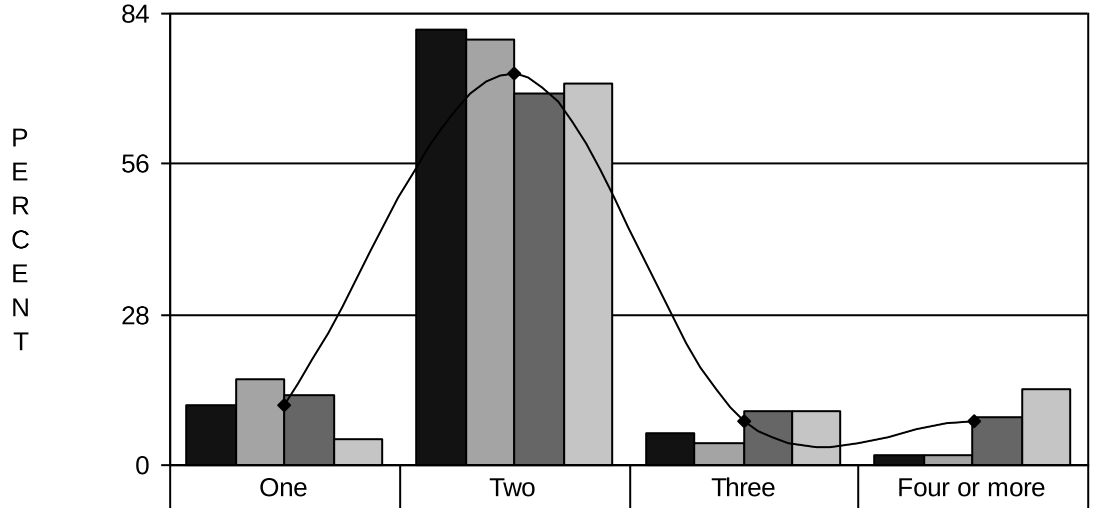


	Any website	Reservation agent	Word of mouth	Internet ad	Travel agent	Direct mail	Other
Silent Gen.	18	25	13	13	8	10	12
Boomers	46	14	14	13	7	4	3
Gen X	42	22	16	10	6	2	3
Millennials	44	23	19	6	5	1	2
TOTAL	42	20	16	10	6	2	3

(Base Sizes: Silent Gen=95, Boomers=539, Gen X=872, Millennials=660, TOTAL=2166)

Non-package purchasers who were not comped for their stay were asked how they first found out about the room rate they paid (Figure 46). A website (42%) was the most common answer, followed by a reservation agent (20%) or word-of-mouth (16%). The Silent Generation (18%) were the least likely to say they heard about the rate from a website, compared to 46% of Boomers, 42% of Gen X visitors and 44% of Millennials. The Silent Generation (25%), Gen X visitors (22%) and Millennials (23%) were all more likely than Boomers (14%) to say their rate came from a reservation agent. Millennials (6%) were the least likely to say they heard about the rate through an Internet ad. The Silent Generation (10%) were the most likely, and Millennials (1%) the least likely, to say they heard about their rate via direct mail.

FIGURE 47
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



	One	Two	Three	Four or more
Silent Gen.	11	81	6	2
Boomers	16	79	4	2
Gen X	13	69	10	9
Millennials	5	71	10	14
TOTAL	11	73	8	8

(Base Sizes: Silent Gen=220, Boomers=1011, Gen X=1282, Millennials=937, TOTAL=3453)
(Means: Silent Gen=2.0, Boomers=1.9, Gen X=2.2, Millennials=2.4, TOTAL=2.1)

The majority of visitors who stayed overnight in a hotel or motel (73%) said two people stayed in their room (Figure 47). The Silent Generation (81%) and Boomers (79%) were significantly more likely than Gen X visitors (69%) and Millennials (71%) to say two people lodged in their room. Millennials (14%) were the most likely to say four or more people stayed in their room and the least likely to say they roomed alone (5%). The average number of room occupants among all lodgers was 2.1. The average number of room occupants among Millennials (2.4) was significantly higher than among Gen X visitors (2.2), while the Silent Generation (2.0) and Boomers (1.9) had the fewest number of room occupants.

FIGURE 48
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)

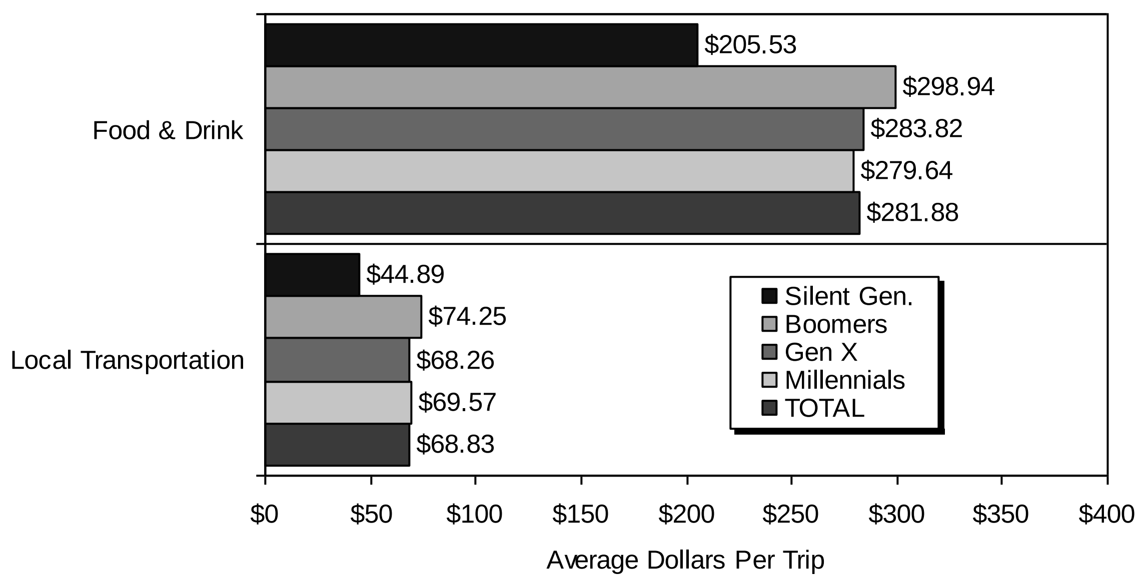
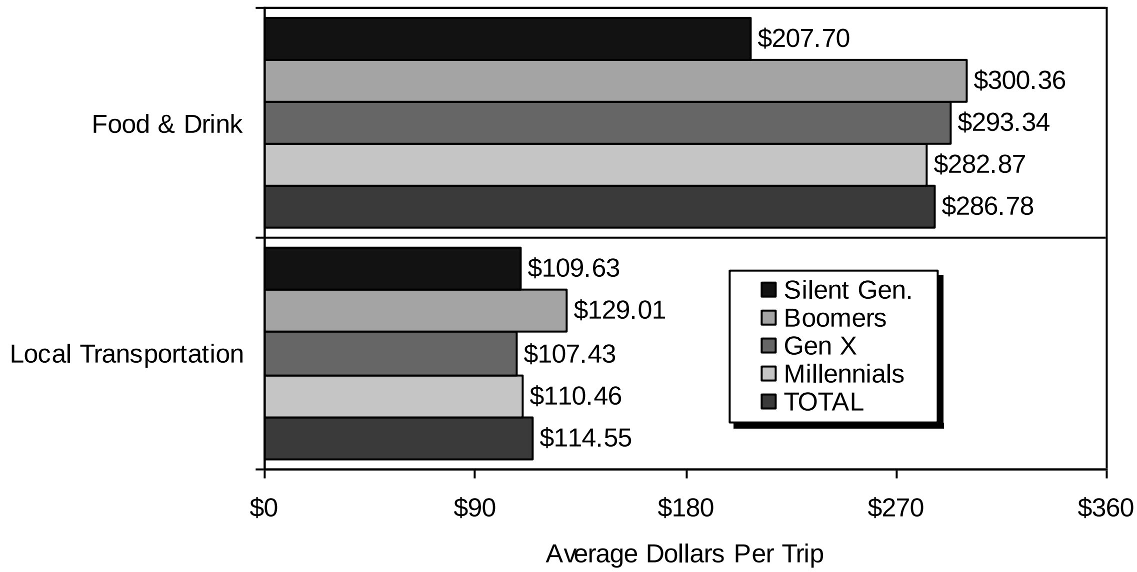


Figure 48 shows the average trip expenditures on food and drink and on local transportation *including visitors who said they spent nothing* in these categories.

On average Boomers (mean of $298.94), Gen X visitors ($283.82) and Millennials ($279.64) spent significantly more on food and drink than the Silent Generation ($205.53).

Boomers (mean of $74.25), Gen X visitors ($68.26), and Millennials ($69.57) also spent significantly more on local transportation than the Silent Generation ($44.89).

FIGURE 49
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Who Spent Money In That Category)



(Base Sizes, Food & Drink: Silent Gen=243, Boomers=1065,
Gen X=1277, Millennials=951, TOTAL=3538)
(Base Sizes, Local Transportation Silent Gen=100, Boomers=616,
Gen X=839, Millennials=607, TOTAL=2164)

Figure 49 shows the average trip expenditures on food and drink and on local transportation *among visitors who actually spent money* in these categories.

Boomers (mean of $300.36), Gen X visitors ($293.34) and Millennials ($282.87) spent significantly more than on food and drink than the Silent Generation ($207.70).

Among visitors who used local transportation, Boomers (mean of $129.01) spent more than the Silent Generation ($109.63), Gen X visitors ($107.43) and Millennials ($110.46).

FIGURE 50
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)

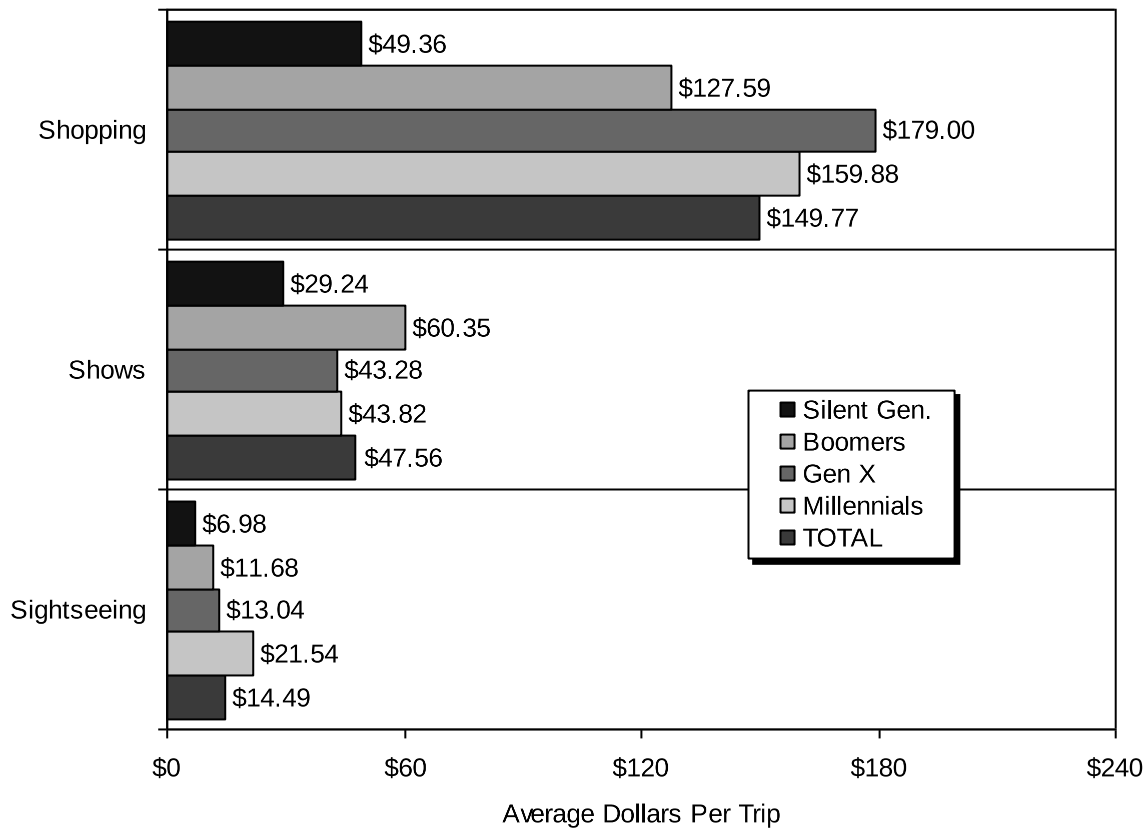
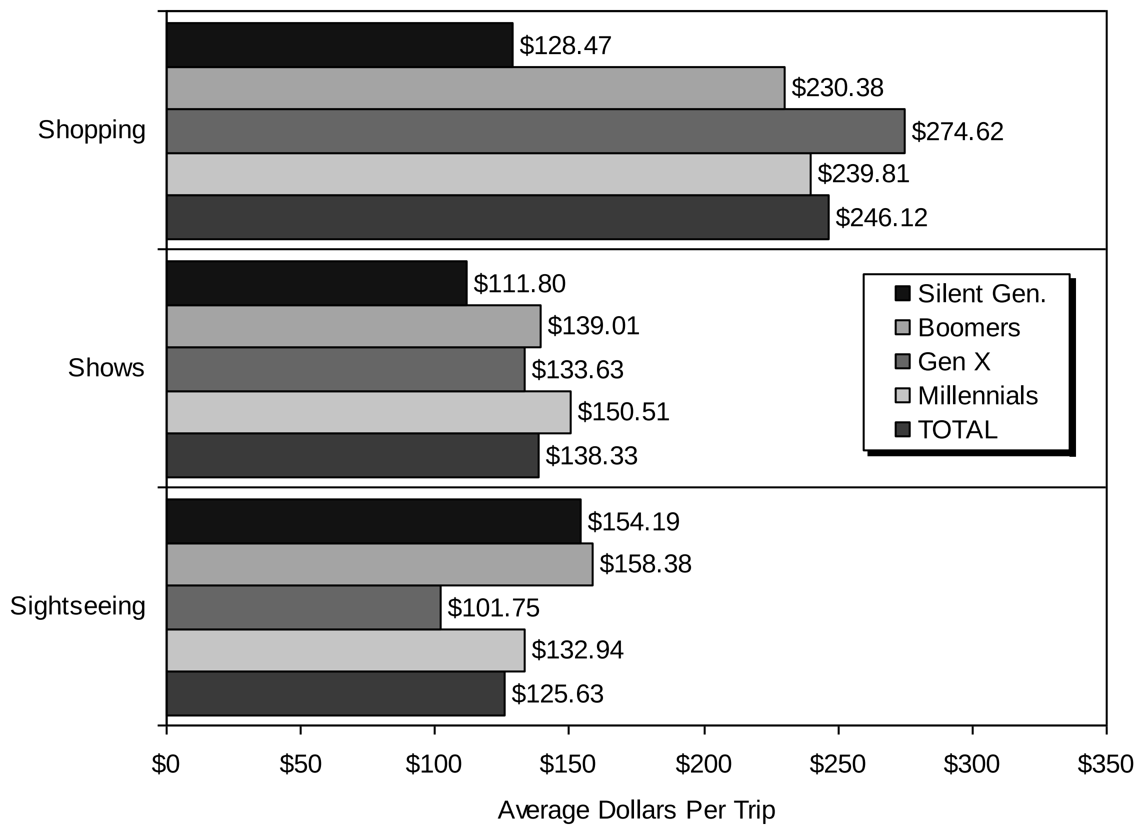


Figure 50 shows average expenditures on shopping, shows, and sightseeing during the entire visit to Las Vegas — *including visitors who said they spent nothing* in these categories.

On average, Gen X visitors (mean of $179.00) and Millennials ($159.88) spent significantly more on shopping than Boomers ($127.59), who in turn spent more than the Silent Generation ($49.36). Boomers spent significantly more on shows and entertainment (mean of $60.35) than Gen X visitors ($43.28) or Millennials ($43.82), while the Silent Generation ($29.24) spent the least. In terms of sightseeing, Millennials ($21.54) spent significantly more than Gen X visitors ($13.04), Boomers ($11.68) and the Silent Generation ($6.98).

FIGURE 51
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Who Spent Money In That Category)



(Base Sizes, Shopping: Silent Gen=94, Boomers=594, Gen X=861, Millennials=642, TOTAL=2192)
(Base Sizes, Shows: Silent Gen=64, Boomers=466, Gen X=428, Millennials=280, TOTAL=1240)
(Base Sizes, Sightseeing: Silent Gen=13*, Boomers=79, Gen X=169 Millennials=156, TOTAL=417)

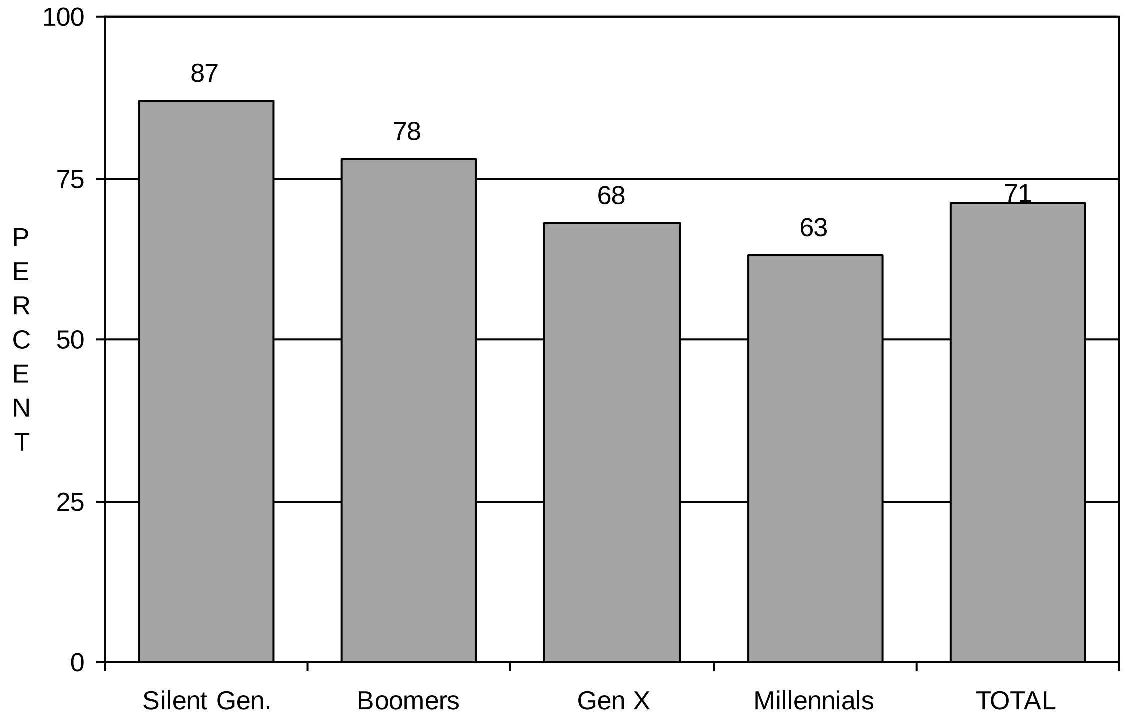
Figure 51 shows the average trip expenditures on shopping, shows, and sightseeing *among visitors who actually spent money* in these categories.

Gen X visitors (mean of $274.62), Millennials ($239.81), and Boomers ($230.38) all spent significantly more on shopping than the Silent Generation ($128.47). The overall mean for spending on shows was $138.33. The Silent Generation spent an average of $111.80 on shows, while Boomers spent $139.01, Gen X visitors spent $133.63, and Millennials spent $150.51. Boomers ($158.38) spent significantly more on sightseeing than Gen X visitors ($101.75).*

* Note the very small base size for the Silent Generation.

GAMING BEHAVIOR AND BUDGETS

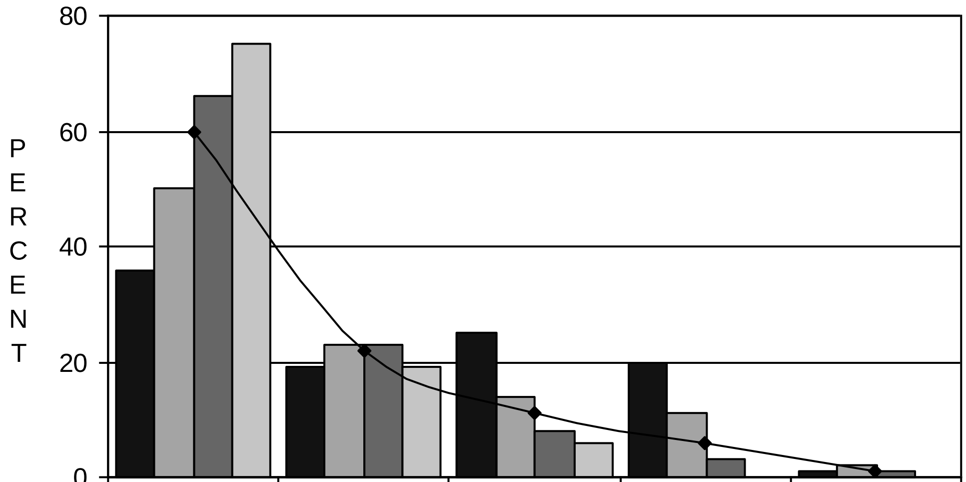
FIGURE 52
Whether Gambled While In Las Vegas



Only “yes” responses are reported in this figure.

Seventy-one percent (71%) of all visitors said they gambled while in Las Vegas (Figure 52). The Silent Generation (87%) were the most likely to say they gambled, followed by Boomers (78%), then Gen X visitors (68%), while Millennials (63%) were the least likely.

FIGURE 53
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)

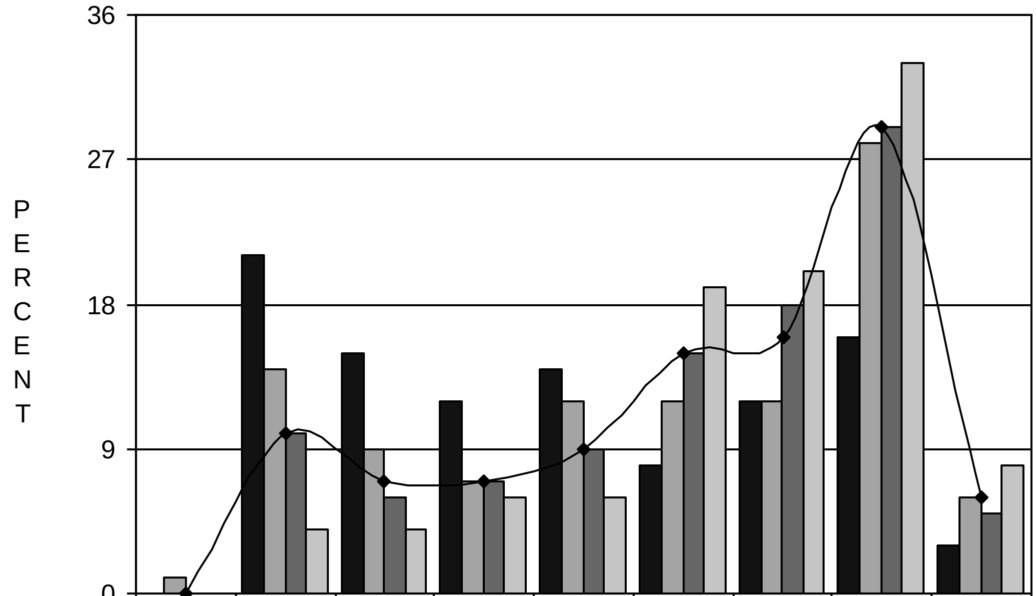


	2 hours or less	3-4 hours	5-6 hours	7-8 hours	More than 8 hours
Silent Gen.	36	19	25	20	1
Boomers	50	23	14	11	2
Gen X	66	23	8	3	1
Millennials	75	19	6	0	0
TOTAL	60	22	11	6	1

(Base Sizes Silent Gen=212, Boomers=833, Gen X=897, Millennials=607, TOTAL=2551)
(Means: Silent Gen=4.0, Boomers=3.1, Gen X=2.3, Millennials=1.8, TOTAL=2.6)

Among those visitors who gambled while in Las Vegas, the average amount of time spent gambling was 2.6 hours (Figure 53). The Silent Generation (average of 4.0 hours) spent significantly more hours per day gambling than Boomers (3.1 hours), who in turn spent more time gambling than Gen X visitors (2.3 hours), while Millennials (1.8 hours) spent the least amount of time gambling.

FIGURE 54
Number Of Casinos Visited

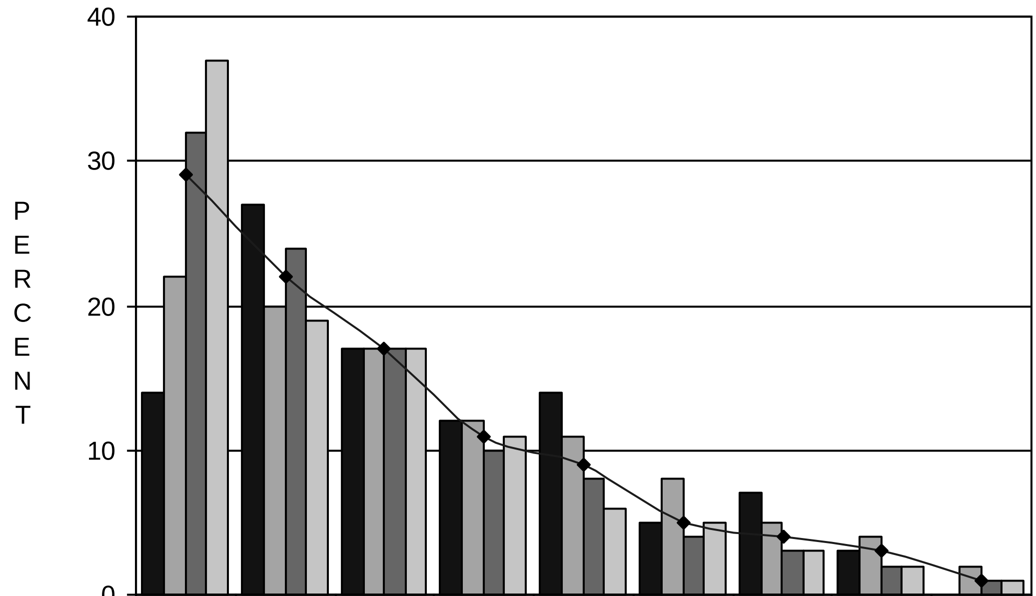


	None	One	Two	Three	Four	Five	Six	Seven to 10	11 or more
Silent Gen.	0	21	15	12	14	8	12	16	3
Boomers	1	14	9	7	12	12	12	28	6
Gen X	0	10	6	7	9	15	18	29	5
Millennials	0	4	4	6	6	19	20	33	8
TOTAL	0	10	7	7	9	15	16	29	6

(Means: Silent Gen=4.2, Boomers=5.5, Gen X=5.7, Millennials=6.4, TOTAL=5.7)

All visitors to Las Vegas were asked how many casinos they had visited (Figure 54). The average number of casinos visited was 5.7. Millennials visited significantly more casinos (average of 6.4) than Gen X visitors (5.7) and Boomers (5.5), who in turn visited more casinos than the Silent Generation (4.2).

FIGURE 55
Number Of Casinos Where Gambled

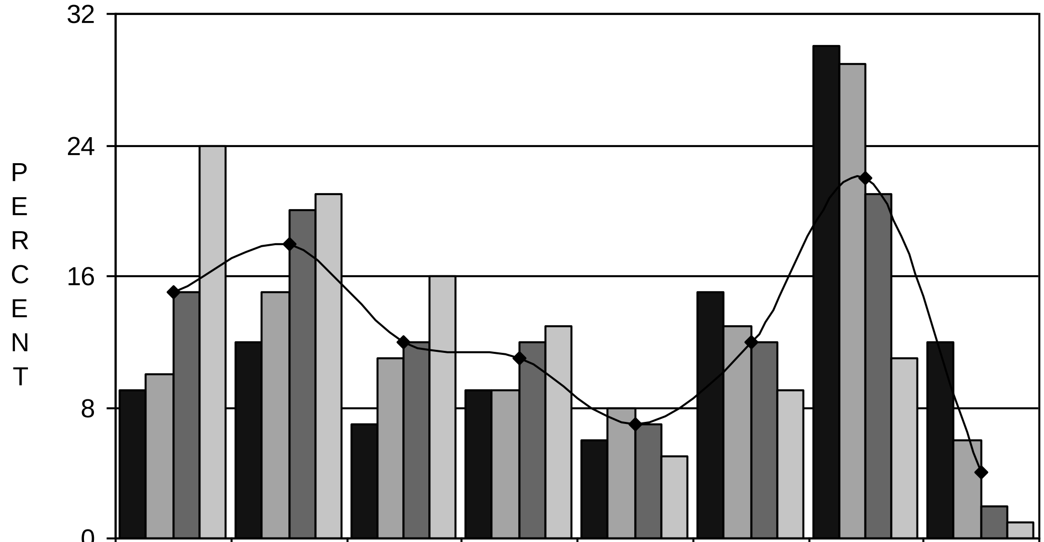


	None	One	Two	Three	Four	Five	Six	Seven to ten	11 or more
Silent Gen.	14	27	17	12	14	5	7	3	0
Boomers	22	20	17	12	11	8	5	4	2
Gen X	32	24	17	10	8	4	3	2	1
Millennials	37	19	17	11	6	5	3	2	1
TOTAL	29	22	17	11	9	5	4	3	1

(Means Silent Gen=2.5, Boomers=2.6, Gen X=1.8, Millennials=1.8, TOTAL=2.1)

All visitors to Las Vegas were also asked at how many casinos they had gambled during their visit (Figure 55). The average number of casinos visitors gambled at was 2.1. The Silent Generation (average of 2.5) and Boomers (2.6) gambled in significantly more casinos than Gen X visitors and Millennials (1.8 each).

FIGURE 56
Trip Gambling Budget
(Among Those Who Gambled)

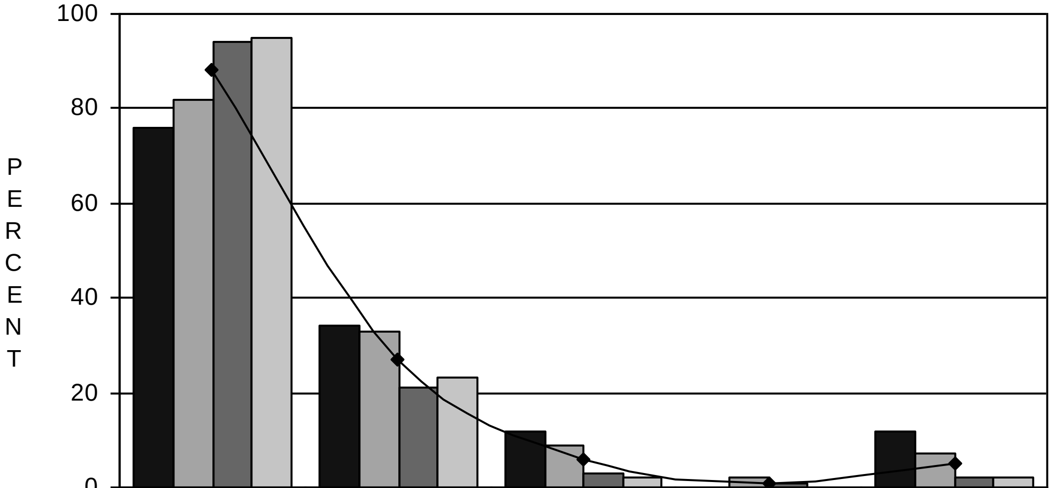


	$99 or less	$100-$199	$200-$299	$300-$399	$400-$499	$500-$599	$600 or more	Not sure
Silent Gen.	9	12	7	9	6	15	30	12
Boomers	10	15	11	9	8	13	29	6
Gen X	15	20	12	12	7	12	21	2
Millennials	24	21	16	13	5	9	11	1
TOTAL	15	18	12	11	7	12	22	4

(Base Sizes: Silent Gen=212, Boomers=833, Gen X=897, Millennials=607, TOTAL=2551)
(Means: Silent Gen=$623.33, Boomers=$701.09, Gen X=$496.69, Millennials=$328.31, TOTAL=$530.11)

The average gaming budget among all visitors who gambled was $530.11 (Figure 56). Boomers (average of $701.09) budgeted the most for gambling, followed by the Silent Generation ($623.33) and Gen X visitors ($496.69), while Millennials ($328.31) budgeted the least.

FIGURE 57
Where Visitors Gambled*
(Among Those Who Gambled)



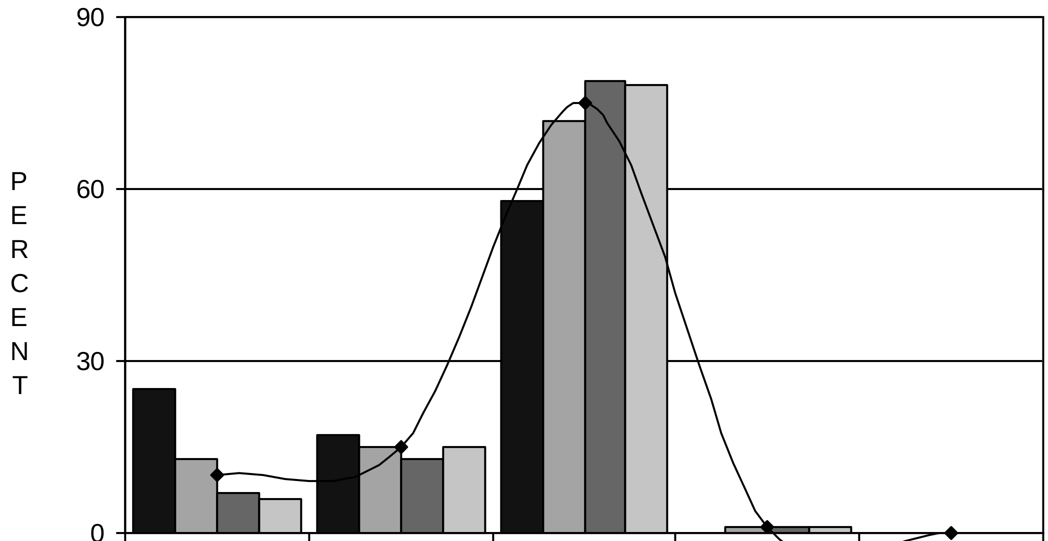
	Strip Corridor	Downtown	Boulder Strip	North Las Vegas	Outlying and other
Silent Gen.	76	34	12	0	12
Boomers	82	33	9	2	7
Gen X	94	21	3	1	2
Millennials	95	23	2	0	2
TOTAL	88	27	6	1	5

*Multiple responses were permitted.
(Base Sizes: Silent Gen=281, Boomers=877, Gen X=897, Millennials=485, TOTAL=2553)

Visitors who said they had gambled while in Las Vegas were asked where they had done so (Figure 57). Most visitors (88%) gambled on the Strip Corridor. Millennials (95%) and Gen X visitors (94%) were significantly more likely to say they gambled on the Strip Corridor than Boomers (82%) or the Silent Generation (76%). The Silent Generation and Boomers were more likely to say they gambled Downtown (34% and 33% respectively vs. 21% for Gen X visitors and 23% for Millennials), or on the Boulder Strip (12% and 9% vs. 3% and 2% respectively). Boomers (2%) were the most likely to say they gambled in North Las Vegas, while the Silent Generation (12%) were the most likely to say they gambled in some other area. Boomers (7%) were also more likely than Gen X visitors or Millennials (2% each) to say they gambled in some other area during their visit.

* These results are from 2013. This question is asked every other year and was not asked in 2014.

FIGURE 58
Likelihood Of Visiting Las Vegas With
More Places To Gamble Outside Las Vegas

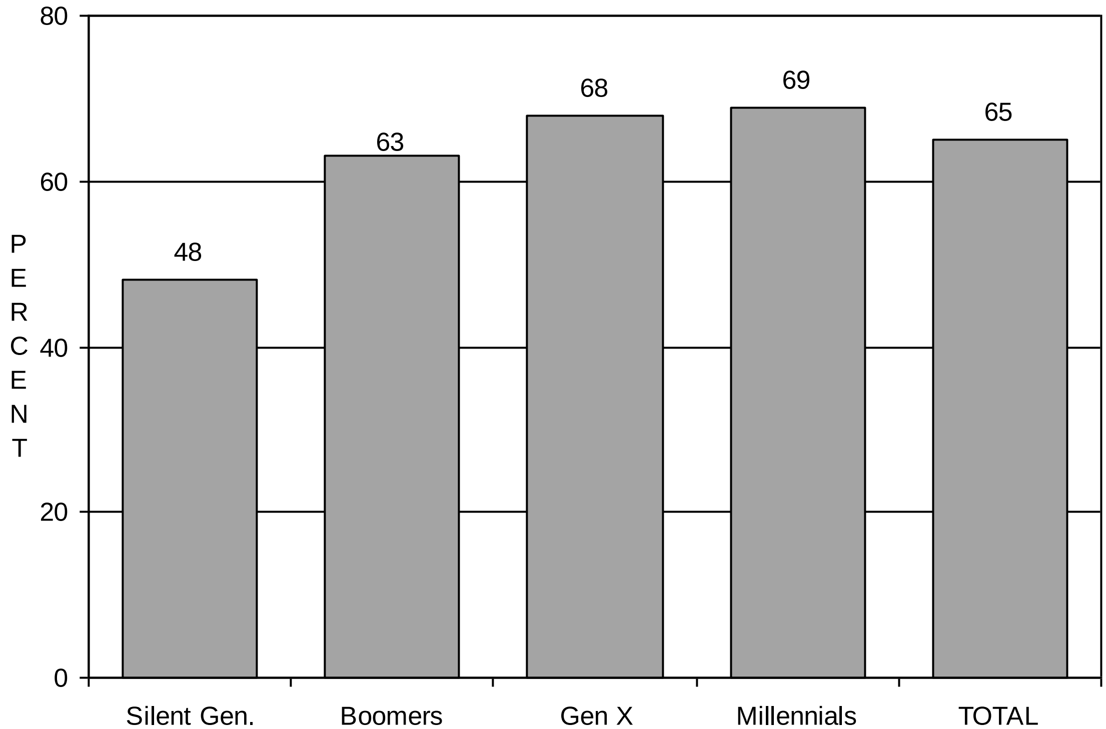


	Much more likely	Somewhat more likely	No difference	Somewhat less likely	Much less likely
Silent Gen.	25	17	58	0	0
Boomers	13	15	72	1	0
Gen X	7	13	79	1	0
Millennials	6	15	78	1	0
TOTAL	10	15	75	1	0

All visitors were asked whether they feel they are more or less likely to visit Las Vegas now that there are more places to gamble outside of Las Vegas (Figure 58). Overall, 75% of visitors said that having other places to gamble made no difference in their decision to visit Las Vegas. The Silent Generation (42%) were the most inclined to say that outside gaming venues actually made them *more* likely to visit Las Vegas, followed by Boomers (28%), while Gen X visitors (20%) and Millennials (21%) were significantly less likely to give this response. Gen X visitors (79%) and Millennials (78%) were significantly more likely than Boomers (72%) to say outside gaming opportunities made no difference in their decision to visit Las Vegas, while the Silent Generation (58%) were the least likely to give this response.

ENTERTAINMENT

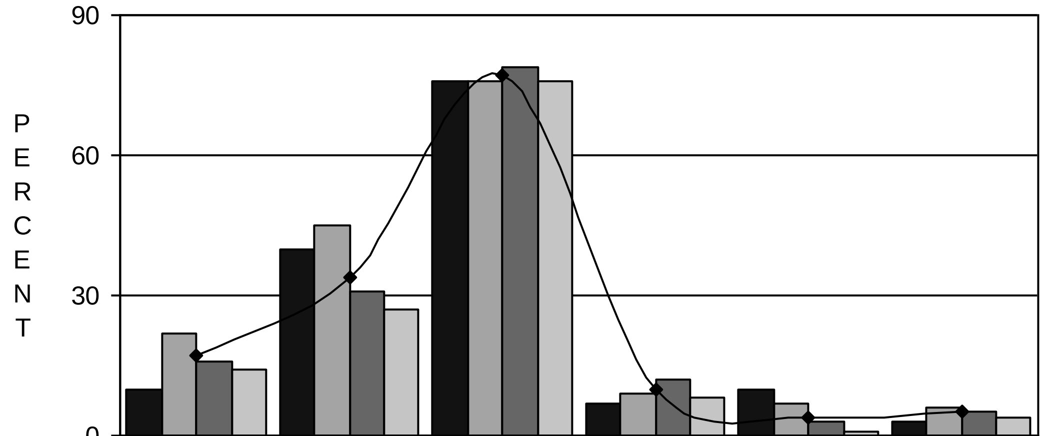
FIGURE 59
Entertainment Attendance



Only “yes” responses are reported in this figure.

During their stay in Las Vegas, 65% of all visitors said they went to at least one show (Figure 59). Millennials (69%) and Gen X visitors (68%) were significantly more likely than Boomers (63%) to have seen at least one show, while the Silent Generation (48%) were the least likely to have done so.

FIGURE 60
Types Of Entertainment
(Among Those Who Attended Some Form Of Entertainment)

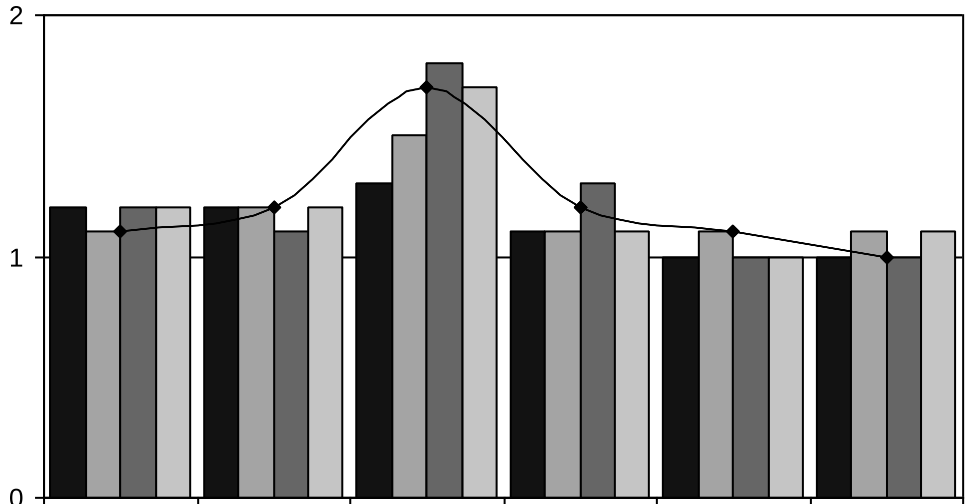


	Headliners	Production & Broadway	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic
Silent Gen.	10	40	76	7	10	3
Boomers	22	45	76	9	7	6
Gen X	16	31	79	12	3	5
Millennials	14	27	76	8	1	4
TOTAL	17	34	77	10	4	5

Multiple responses permitted.
(Base Sizes: Silent Gen=117, Boomers=670, Gen X=893, Millennials=667, TOTAL=2349)

Lounge acts (77%) were the most frequently attended type of entertainment among visitors who had seen shows while in Las Vegas (Figure 60). Boomers (45%) were significantly more likely to see a production or Broadway show than Gen X visitors (31%) and Millennials (27%), with the Silent Generation (40%) falling in between. Boomers (22%) were the most likely to see a headliner show. The Silent Generation (10%) and Boomers (7%) were more likely to have seen an impersonator/tribute show than Gen X visitors (3%), while Millennials (1%) were the least likely.

FIGURE 61
Average Number Of Shows Attended
(Among Those Who Attended Some Form Of Entertainment)

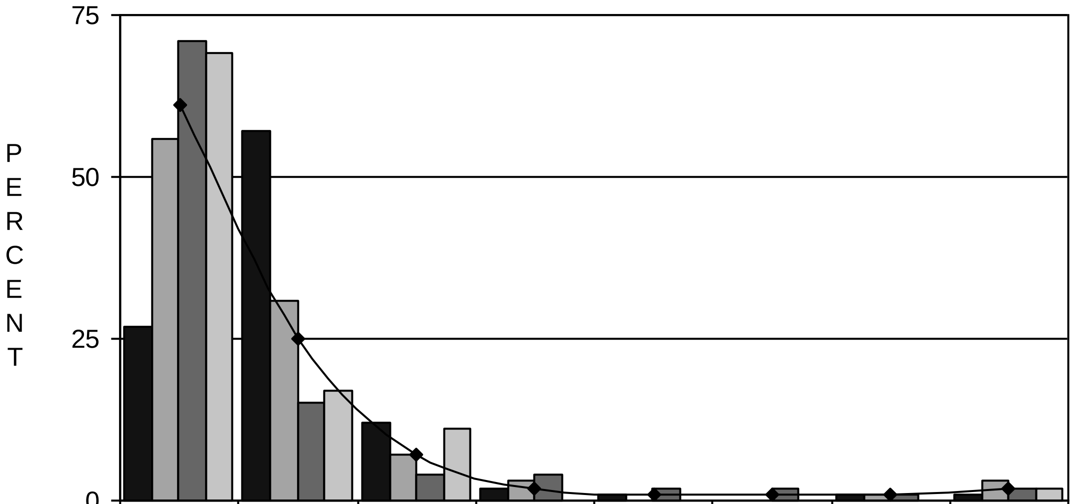


	Headliners	Production/ Broadway shows	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic shows
Silent Gen.	1.2	1.2	1.3	1.1	1.0	1.0
Boomers	1.1	1.2	1.5	1.1	1.1	1.1
Gen X	1.2	1.1	1.8	1.3	1.0	1.0
Millennials	1.2	1.2	1.7	1.1	1.0	1.1
TOTAL	1.1	1.2	1.7	1.2	1.1	1.0

Multiple responses permitted.
(Base Sizes: Convention=117, Boomers=670, Gen X=893, Millennials=667, TOTAL=2349)

Figure 61 shows the average number of times visitors attended each type of show *among those who attended shows*. Gen X visitors saw the most lounge acts (mean of 1.8 each), followed by Millennials (1.7) and Boomers (1.5), while the Silent Generation saw the fewest (1.3).

FIGURE 62
Main Reason For Not Attending Any Shows
(Among Those Who Attended No Shows)

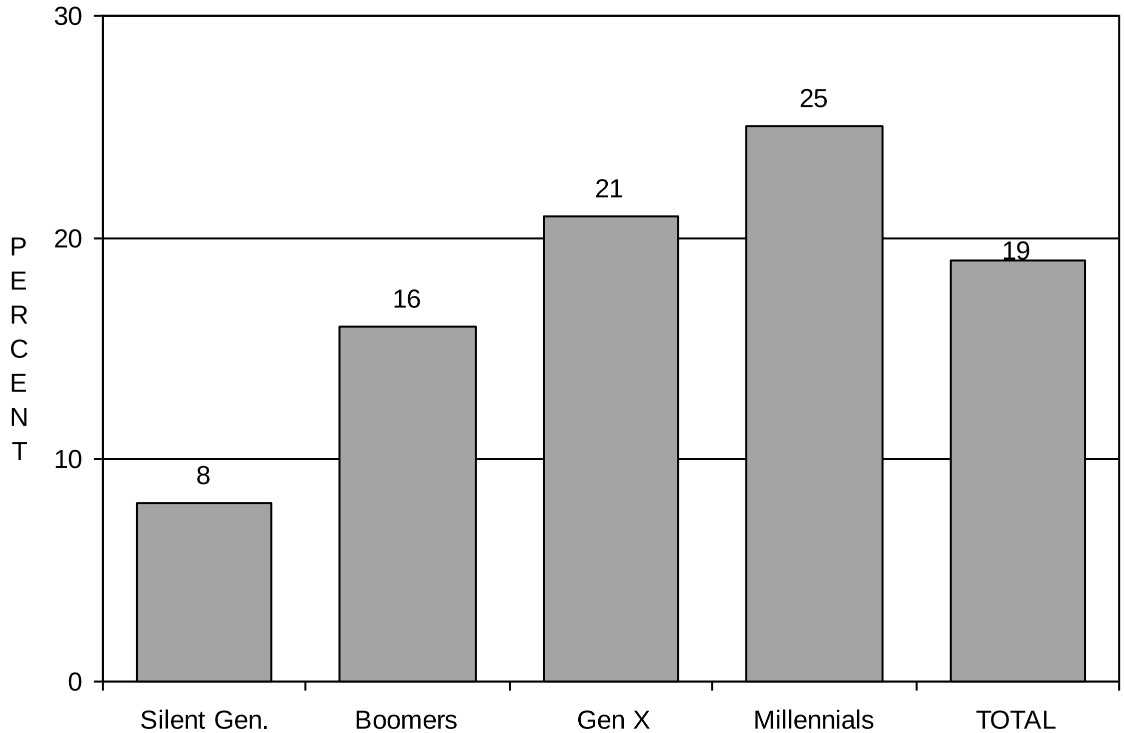


	Too busy/ not enough time	Not interested in shows	Too expensive	Came to gamble only	Seen everything already	Visiting with children	Shows sold out/closed	Other
Silent Gen.	27	57	12	2	1	0	1	1
Boomers	56	31	7	3	0	0	1	3
Gen X	71	15	4	4	2	2	1	2
Millennials	69	17	11	0	0	0	0	2
TOTAL	61	25	7	2	1	1	1	2

(Base Sizes: Silent Gen=128, Boomers=400, Gen X=427, Millennials=295, TOTAL=1250)

Visitors who did *not* attend any shows gave several main reasons why they did not (Figure 62). The most common reason was a lack of time (61%). Gen X visitors (71%) and Millennials (69%) were significantly more likely than Boomers (56%) to cite a lack of time, while the Silent Generation (27%) were the least likely to give this response. The Silent Generation (57%) were the most likely to say it was because they weren't interested in any shows, while Boomers (31%) were also more likely than Gen X visitors (15%) and Millennials (17%) to give this response. The Silent Generation (12%) and Millennials (11%) were significantly more likely than Gen X visitors (4%) to say it was because they thought the shows were too expensive. Gen X visitors (4%) and Boomers (3%) were more likely than Millennials (less than 1%) to say they didn't see any shows because they came to Las Vegas to gamble.

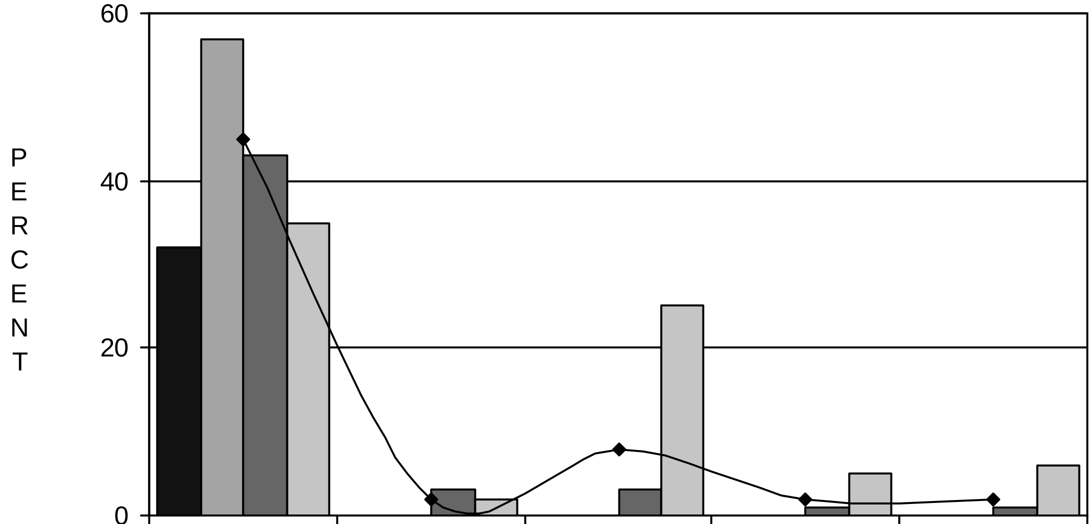
FIGURE 63
Whether Has Been To Other Paid Attractions



Only “yes” responses are reported in this figure.

Visitors were asked if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay, such as theme parks or water parks. Overall, 19% said yes (Figure 63). Millennials (25%) and Gen X visitors (21%) were significantly more likely than Boomers (16%) to have been to other paid attractions, while the Silent Generation (8%) were the least likely to have done so.

FIGURE 64
Whether Has Been To Nightclubs, Bars, And Lounges

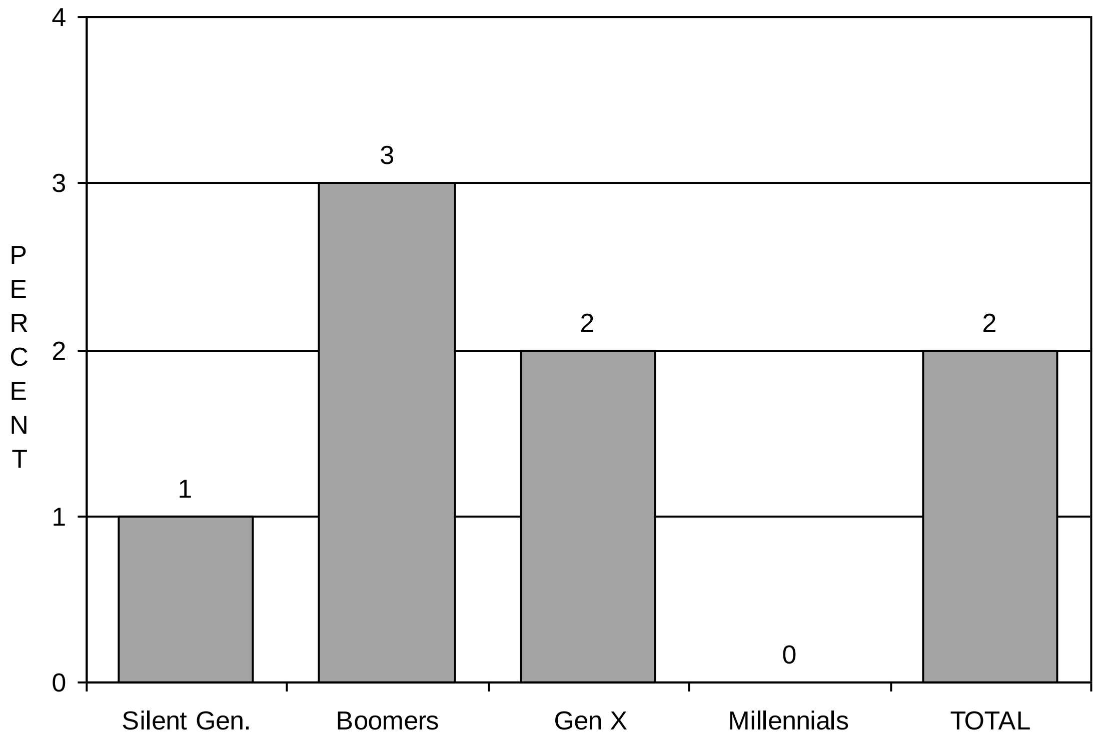


	Hotel bar or lounge, no cover	Free-standing bar or lounge, no cover	Hotel nightclub with cover	Free-standing nightclub with cover	A pool party or day club
Silent Gen.	32	0	0	0	0
Boomers	57	0	0	0	0
Gen X	43	3	3	1	1
Millennials	35	2	25	5	6
TOTAL	45	2	8	2	2

Only "yes" responses are reported in this figure.

Visitors were asked if they visited nightclubs, bars, lounges, or pool parties or day clubs while in Las Vegas (Figure 64). Boomers were the most likely to say they had been to a bar or lounge in a hotel without a cover charge (57%), while Gen X visitors (43%) were also significantly more likely than Millennials (35%) or the Silent Generation (32%) to have been to a no-cover hotel bar or lounge. Millennials were the most likely to have been to a hotel nightclub with a cover charge (25%), a free-standing nightclub with a cover charge (5%) or a pool party or day club (6%).

FIGURE 65
Whether Played Golf*

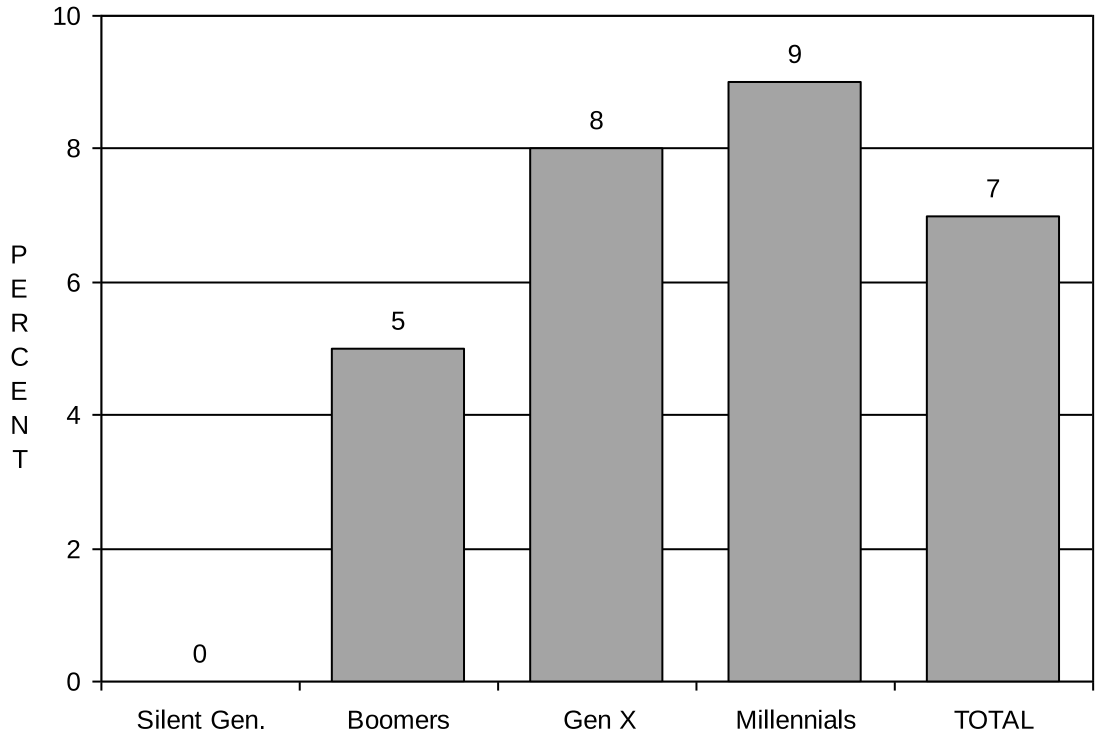


Only "yes" responses are reported in this figure.

Visitors were asked if they had played golf during their current visit to Las Vegas and 2% said they had (Figure 65). Boomers (3%) were significantly more likely than the Silent Generation (1%) or Millennials (less than 1%) to say they had played golf during their visit, with Gen X visitors (2%) falling in between.

* These results are from 2013. This question is asked every other year and was not asked in 2014.

FIGURE 66
Whether Visited A Spa

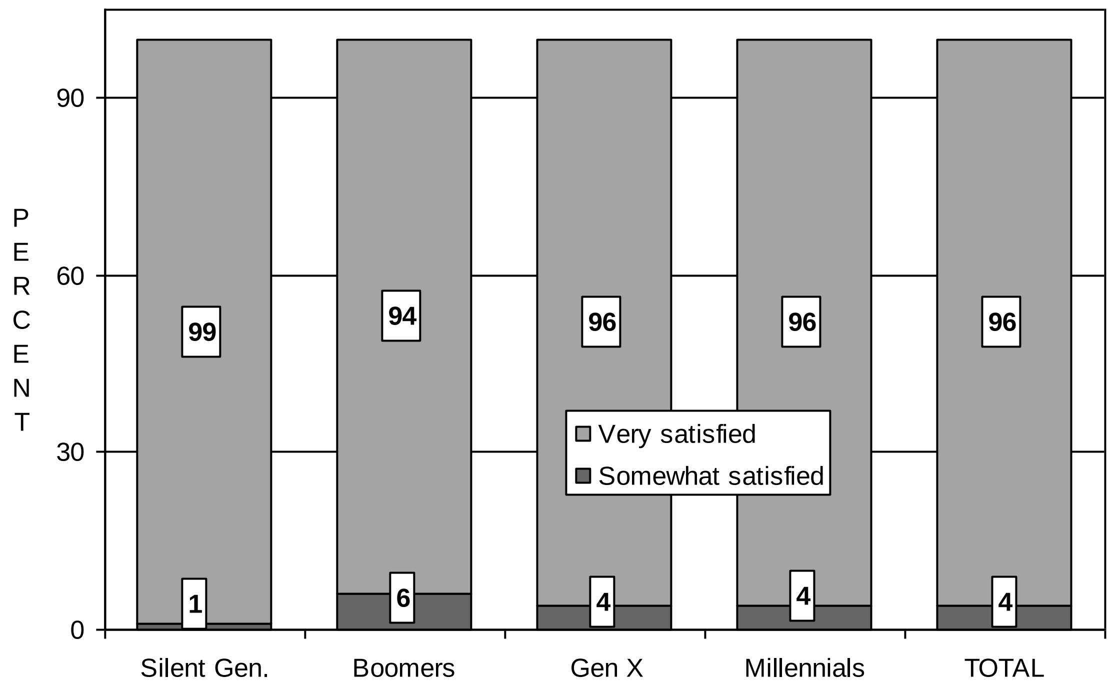


Only “yes” responses are reported in this figure.

Visitors were asked if they had been to a spa during their current visit to Las Vegas and 7% said they had (Figure 66). Millennials (9%) and Gen X visitors (8%) were significantly more likely than Boomers (5%) or the Silent Generation (0%) to say they had visited a spa.

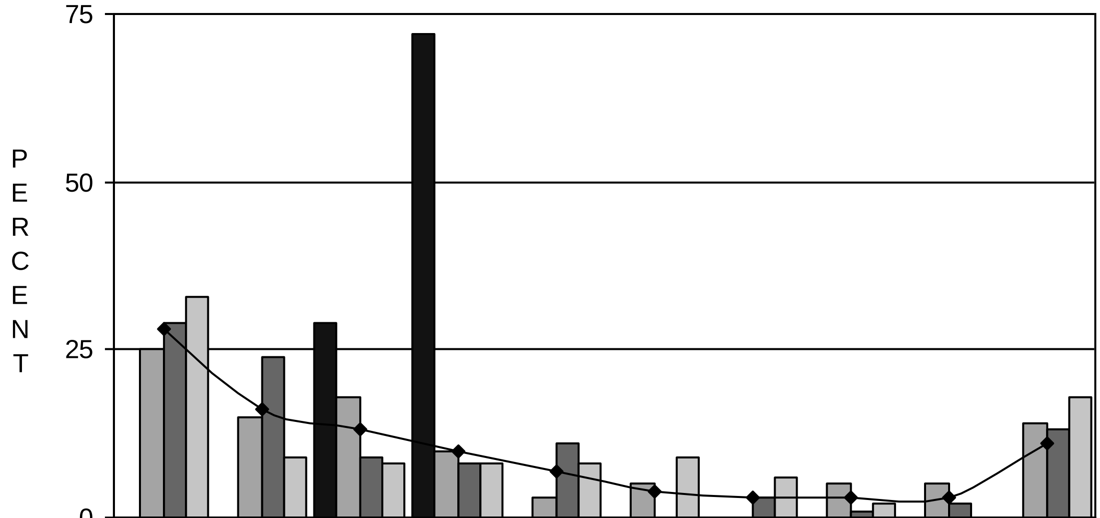
ATTITUDINAL INFORMATION

FIGURE 67
Satisfaction With Visit



Ninety-six percent (96%) of all visitors said they were “very satisfied” with their visit to Las Vegas, while 4% were "somewhat" satisfied (Figure 67). The Silent Generation (99%) were the most likely to say they were “very satisfied.”

FIGURE 68
Why Not Completely Satisfied With Visit
(Among Those Who Were “Somewhat” Satisfied)



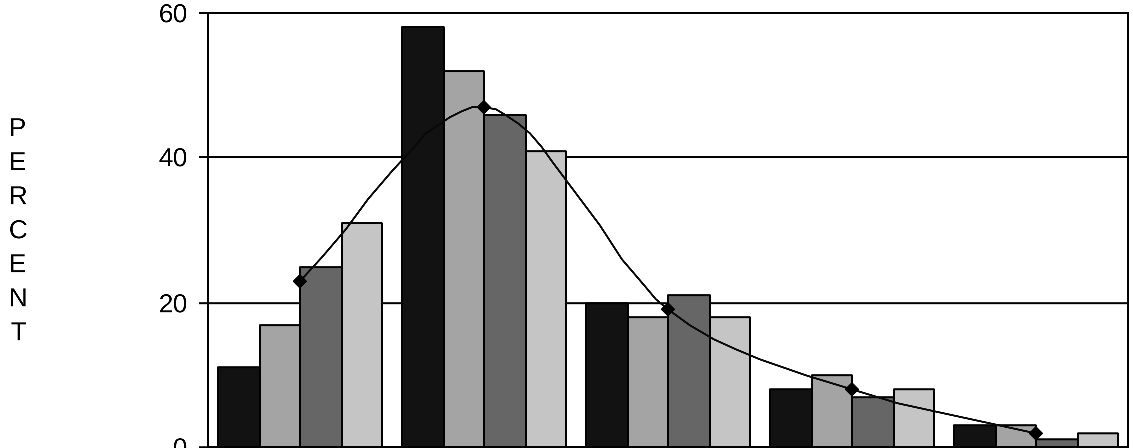
	Trip too short	Hotel com-plaints	Too ex-pensive	Didn't win enough gambling	Not a pleasure trip	Don't like LV	Too hot	Too crowded	Smoking com-plaints	Other
Silent Gen.	0	0	29	72	0	0	0	0	0	0
Boomers	25	15	18	10	3	5	0	5	5	14
Gen X	29	24	9	8	11	0	3	1	2	13
Millennials	33	9	8	8	8	9	6	2	0	18
TOTAL	28	16	13	10	7	4	3	3	3	11

(Base Sizes: Silent Gen=2*, Boomers=63, Gen X=46, Millennials=39, TOTAL=149)

Figure 68 presents the key reasons why satisfaction levels were not higher among those visitors who were only "somewhat satisfied" with their visits. Among the most common reasons given were the trip was too short (28%), hotel complaints (16%), the perception that Las Vegas is too expensive (13%), and gambling complaints (10%).*

* Note the very small base size for the Silent Generation.

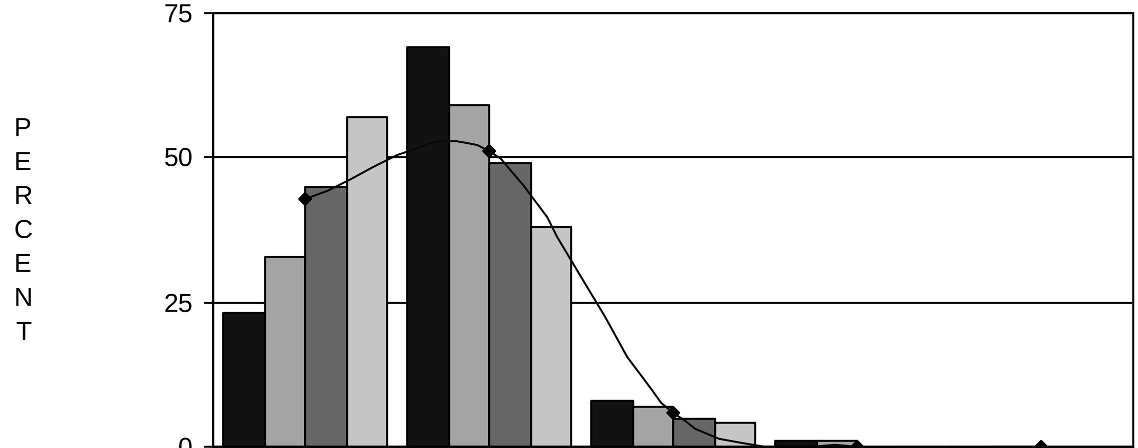
FIGURE 69
Likelihood Of Returning To Las Vegas For A Vacation Trip In The Future



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Silent Gen.	11	58	20	8	3
Boomers	17	52	18	10	3
Gen X	25	46	21	7	1
Millennials	31	41	18	8	2
TOTAL	23	47	19	8	2

Visitors were asked how likely they are to return to Las Vegas in the future for a vacation or leisure trip (Figure 69) and 70% of all visitors said they were "extremely" or "very" likely to do so. Millennials (31%) were the most likely to say they were "extremely" likely to return to Las Vegas for a vacation or leisure trip in the future, followed by Gen X visitors (25%), who in turn were more likely than Boomers (17%), while the Silent Generation (11%) were the least likely to give this response. The Silent Generation (58%) and Boomers (52%) were more likely than Gen X visitors (46%) and Millennials (41%) to say they were "very" likely to return to Las Vegas for a future vacation or leisure trip.

FIGURE 70
Likelihood Of Recommending Las Vegas As A Vacation Destination



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Silent Gen.	23	69	8	1	0
Boomers	33	59	7	1	0
Gen X	45	49	5	0	0
Millennials	57	38	4	0	0
TOTAL	43	51	6	0	0

Visitors were also asked how likely they are to recommend Las Vegas to others as a vacation destination (Figure 70) and the vast majority (94%) said they were “extremely” or “very” likely to recommend Las Vegas. The likelihood of recommending Las Vegas to others was high across visitor subgroups but it was especially high among Millennials (57% said they were “extremely” likely to recommend), followed by Gen X visitors (45%) and Boomers (33%), then the Silent Generation (23%).

VISITOR DEMOGRAPHICS

With regards to visitor demographics (Figures 70 and 72), the Silent Generation and Boomers were more likely than Gen X visitors and Millennials to be:

- Retired (95% of the Silent Generation and 45% of Boomers vs. less than 1% each for Gen X visitors and Millennials)
- White (91% of the Silent Generation and 87% of Boomers vs. 72% of Gen X visitors and 70% of Millennials)
- Male (59% of the Silent Generation and 55% of Boomers vs. 50% of Gen X visitors and 39% of Millennials).

Gen X visitors were the most likely to be:

- Employed (80% vs. 5% of the Silent Generation, 50% of Boomers and 72% of Millennials) or homemakers (18% vs. less than 1% of the Silent Generation, 4% of Boomers, and 12% of Millennials)
- Earning $80,000 or more (46% vs. 3% of the Silent Generation, 34% of Boomers and 17% of Millennials)

Millennials were the most likely to be:

- Female (61% vs. 41% of the Silent Generation, 45% of Boomers and 50% of Gen X visitors)
- Single (36% vs. less than 1% of the Silent Generation, 4% of Boomers and 8% of Gen X visitors)
- Unemployed (7% vs. less than 1% of the Silent Generation, 1% of Boomers and 2% of Gen X visitors) or students (9% vs. 0% each of the Silent Generation and Boomers and less than 1% of Gen X visitors)
- Hispanic/Latino (12% vs. less than 1% of the Silent Generation, 3% of Boomers and 9% of Gen X visitors)
- Earning less than $40,000 (18% vs. 10% of the Silent Generation and 3% each of Boomers and Gen X visitors)
- From California (41% vs. 30% of the Silent Generation, 25% of Boomers and 34% of Gen X visitors).

FIGURE 71

VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millen-nials	TOTAL
GENDER					
Male	59%	55%	50%	39%	49%
Female	41	45	50	61	51
MARITAL STATUS					
Married	79	86	88	64	80
Single	0	4	8	36	14
Separated/Divorced	5	7	3	0	4
Widowed	16	3	0	0	2
EMPLOYMENT					
Employed	5	50	80	72	64
Unemployed	0	1	2	7	3
Student	0	0	0	9	3
Retired	95	45	0	0	20
Homemaker	0	4	18	12	11
EDUCATION					
High school or less	25	17	6	8	11
Some college/trade school	45	31	38	54	41
College graduate	31	53	56	37	48
AGE					
21 to 29	0	0	0	62	17
30 to 39	0	0	45	38	27
40 to 49	0	0	55	0	20
50 to 59	0	47	0	0	14
60 to 64	0	26	0	0	8
65 or older	100	28	0	0	15
MEAN	73.9	59.6	40.8	27.8	45.2
BASE	(245)	(1070)	(1320)	(963)	(3599)

(Continued on next page)

FIGURE 72

VISITOR DEMOGRAPHICS

	Silent Gen.	Boomers	Gen X	Millen-nials	TOTAL
ETHNICITY					
White	91%	87%	72%	70%	77%
African American/Black	1	4	5	4	4
Asian/Asian American	7	5	13	13	10
Hispanic/Latino	0	3	9	12	8
Other	0	1	1	2	1
HOUSEHOLD INCOME					
Less than $20,000	1	0	0	5	1
$20,000 to $39,999	9	3	3	13	6
$40,000 to $59,999	63	28	15	29	26
$60,000 to $79,999	9	21	32	32	27
$80,000 or more	3	34	46	17	32
Not sure/no answer	16	13	4	3	7
VISITOR ORIGIN					
U.S.A.	90	83	79	81	81
Eastern states*	6	8	7	5	7
Southern states†	13	15	13	10	12
Midwestern states‡	11	13	8	7	9
Western states§	60	46	52	59	53
California	30	25	34	41	33
Southern CA	29	22	26	32	27
Northern CA	2	3	8	9	6
Arizona	7	8	5	5	6
Other West	23	14	12	13	14
Foreign	10	17	21	19	19
BASE	(245)	(1070)	(1320)	(963)	(3599)

* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.